

IT'S COLOR

PERMANENT
HAIR COLOR CREAM

My Color Passion



artēxo

CARE FOR BEAUTY

55 COUNTRIES CONQUERED
15 MILIONS APPLICATIONS WORLDWIDE EACH YEAR
60.000 APPLICATIONS EVERY DAY



CONSTANT INNOVATION
THE COLOR THAT LOOKS TO THE FUTURE AND AMAZES YOU
FROM THE VERY FIRST APPLICATION

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INNOVATION 3 DIFFERENT NATURAL SERIES

For 3 different styles of coverage

Bright and captivating .0 > N NATURAL SERIES

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

Bold and bright .00 > NN COLD NATURAL SERIES

From level 4 to 10, it expresses a richer and cold reflex, of Northern European taste. Great grey hair coverage.

Satin and vibrant 80 - .08 > CN - NC MATTE AND SOFT MATTE SERIES

In levels 4 to 7 and 8 to 10 express a natural cool green-based reflex. Excellent grey hair coverage.

IT'S COLOR

PERMANENT HAIR COLOR CREAM

My Color Passion

Low-ammonia content

Bright, long-lasting colors
and stable over time

1:1 mixing ratio



Size: **150ml**

100% grey hair coverage

4/5 levels maximum highlift

No less than 3 applications
with **1 color tube**

THE NEW SERIES AND THE NEW SHADES

80 - .08 > CN - NC MATTE AND SOFT MATTE SERIES

4.80 - 5.80 - 6.80 - 7.80 - 8.08 - 9.08 - 10.08

In levels 4 to 7 and 8 to 10 express a natural cool satin reflex. Excellent grey hair coverage.

.34 > GK AMBER SERIES

6.34 - 8.34

In levels 6 and 8 it adds golden copper hues. Good grey hair coverage.

.72 > MV ALABASTER SERIES

6.72 - 7.72 - 8.72 - 10.72

In levels from 6 to 10 it adds a brown irisé reflex. Good grey hair coverage.

THE NEW SERIES AND THE NEW SHADES

.5 - .56 >RM - RMR MAHOGANY SERIES

6.56 - 7.56

In levels from 5 to 7, they give a mahogany red reflex. Good grey hair coverage, beyond 60% grey hair it is advisable to mix with naturals.

.40 > KO SERIE CORAL SERIES

6.40 - 8.40

In levels 6 to 8 it gives deep orange hues. It expresses maximum vibrancy in grey and/ or bleached hair. For grey hair coverage above 30 percent, mixing with the natural series is recommended.

9.24 > 9VK

It adds a copper irisé reflection. When toning on 9/10 neutral levels it gives rosy gold highlights.

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IT'S COLOR SERIES

.0 > N NATURAL SERIES

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

.00 > NN COLD NATURAL SERIES

From level 4 to 10, it expresses a richer and cold reflex, of Northern European taste. Great grey hair coverage.

.01 > NA SOFT ASH SERIES

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

.1 > A ASH SERIES

From level 4 to 10, it gives an ash reflex able to counteract yellow and yellow—orange reflexes. Good grey hair coverage.

.11 > AA INTENSE ASH SERIES

In levels 8 and 10 they give an intense ash reflex and neutralize orange and orange-yellow unwanted tones. Good grey hair coverage.

S > SAND SERIES

From level 7 to 9, to obtain a beige reflex and weaken light gold reflexes. Good grey hair coverage.

IT'S COLOR SERIES

.3 > G GOLD SERIES

From level 4 to 10, it gives a gold warm reflex. Good grey hair coverage.

.31 > GA BROWN NUT

In levels 5 and 7, it gives a gold and -slightly cold - reflex. Good grey hair coverage.

.7 > M SPECIAL MAROON SERIES

From level 3 to 7, it adds a brown warm reflex. Good grey hair coverage.

.71 > MA COLD MAROON SERIES

From level 4 to 7, it gives a brown cold reflex. Good grey hair coverage.

.41 > KA BRONZE SERIES

From level 4 to 8, it gives a copper cold reflex. Good grey hair coverage.

.16 > AR ROSE ASH SERIES

In levels 7 and 9 it gives a red ash reflex. Good grey hair coverage.

.43 > KG COPPER GOLD SERIES

From level 5 to 8, it gives copper gold reflexes. Good grey hair coverage, beyond 60% grey hair it is advisable to mix with natural shades.

.4 > K COPPER SERIES

From level 5 to 8, it gives a copper reflex. From 30% grey hair it is advisable to mix with natural shades.

IT'S COLOR SERIES

.44 > KK RICH COPPER SERIES

In levels 7 and 9, it gives a richer copper reflex. From 30% grey hair it is advisable to mix with natural shades.

.46 > KR RED MAPLE SERIES

In levels 6 and 8, it gives a copper red reflex. Beyond 30% grey hair it is advisable to mix with natural shades.

.6 > R RED SERIES

From level 4 to 6, it gives a red reflex. From 30% grey hair it is advisable to mix with naturals.

3.62 > RV RED VIOLET

It gives a red violet reflex. Good grey hair coverage, beyond 60% grey hair it is advisable to mix with natural shades.

5.26 > 5VR SPECIAL VIOLET

Light violet brown red, it gives violet red reflexes. It expresses an intense vibration if there is grey and/or bleached hair beyond level 6.

10 PEARL

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

THE UNIQUE SHADES

1B > 1B SPECIAL BLACK

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

.66 > RR RICH RED SERIES

In level 6 it gives a rich red reflex. Good grey hair coverage, beyond 60% grey hair it is advisable to mix with naturals.

6F > 6F RUBY RED

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

It gives trendy intense red - slightly orange - reflexes.

It expresses its strongest vibration in presence of grey and / or bleached hair beyond level 7.

9.12 > 9AV

It adds an irisé ash hue and counteracts gold reflexes. Fair grey hair coverage.

EXTRA BLONDING CREAMS

EXTRA BLONDING CREAM 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.

EXTRA BLONDING CREAM IRISÉ

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 neutralizes residual warm reflexes when highlifting.

INTENSIFIERS

GRAPHITE GREY INTENSIFIER

It enhances cold/grey reflexes on every shade, mostly on lighter levels.

It counteracts orange - yellow reflexes. It can be mixed with other It's Color shades, including Super and Ultra Blondes.

VIOLET INTENSIFIER

It enhances cold/violet reflexes especially on high levels. It counteracts yellow reflexes. It can be mixed with other It's Color shades, including Super and Ultra Blondes.

SUPER & ULTRA BLONDE SHADES

- LIFT 4/5 LEVELS ON VIRGIN HAIR (DEPENDING ON ITS STRUCTURE)
- COUNTERACT RESIDUAL UNDERTONES WHILE HIGHLIFTING
- NOT RECOMMENDED FOR GREY HAIR COVERAGE
- 1:2 MIXING RATIO

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 > 12 AAA 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

SUPER & ULTRA BLONDE SHADES

12.21 > 12VA SUPER BLONDE IRISÉ ASH

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

12.03 > 12NG SUPER BLONDE NATURAL GOLD

It gives warm brightness while lifting

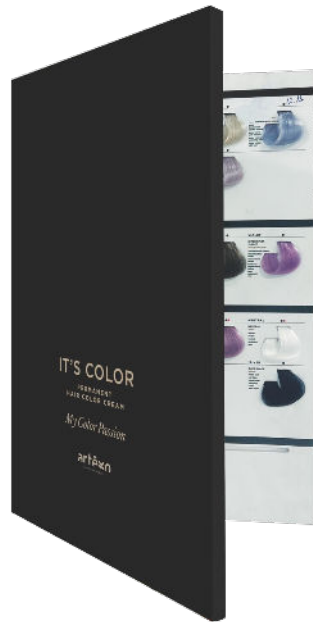
13.00 > 13NN ULTRA BLONDE NATURAL PEARL

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

13.01 > 13NA ULTRA BLONDE NATURAL ASH

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

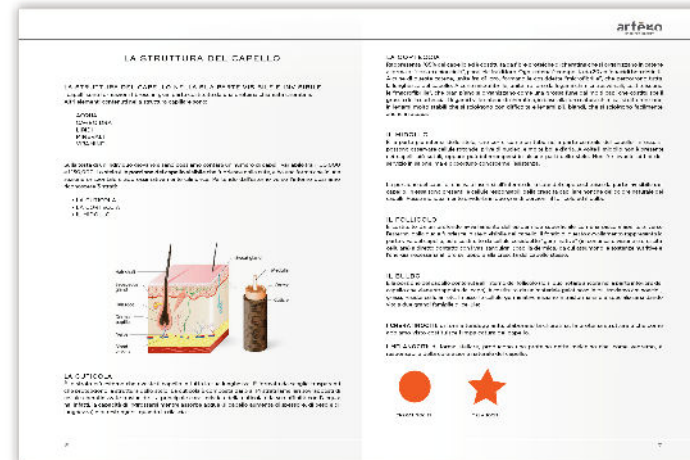
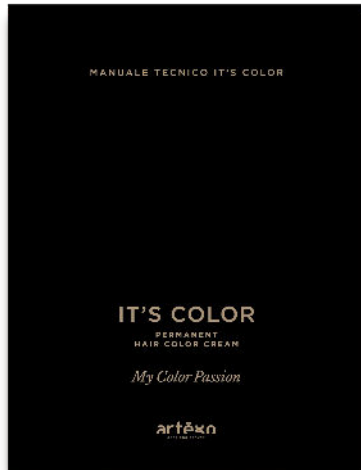
TOOLS



NEW IT'S COLOR CHART

- 133 vibrant strands
- Natural series is magnetic and removable
 - Series and levels are easy to interpret
- Back pocket with recipes to recreate discontinued shades
- Technical page with color circle and map of primary colors

TOOLS



IT'S COLOR TECHNICAL GUIDE

All there is to know about It's Color: the shades, the application and the color services.

Size: A5

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