

IT'S COLOR

PERMANENT
HAIR COLOR CREAM

My Color Passion

artēxo
CARE FOR BEAUTY

IT'S COLOR

PERMANENT
HAIR COLOR CREAM

My Color Passion

Size **150ml**

Not less than **3 applications with 1 tube**

1:1 mixing ratio



CONSTANT INNOVATION,
THE COLOR THAT LOOKS TO THE FUTURE AND
AMAZES YOU

from the very first application

3 DIFFERENT NATURAL SERIES

for 3 different styles of coverage

133 SHADES

for endless color combinations

BOLD AND VIBRANT RESULTS

without changes

100% grey hair coverage

Bright, long-lasting colors and stable over time

Low-ammonia content

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IT'S COLOR

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CHROMATIC PULSE

ONE MORE STEP FORWARD,
9 NEW CHROMATIC VIBRATIONS

for endless colors and reflexes

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NEW CHROMATIC PULSE

9 new boldly vibrant shades

Designed and formulated to achieve maximum customization of each color service and valuable technical tools for toning, intensifying and neutralizing.

CONTROL FOREST/88

Level 7, a green shade with grey.

Recommended for cold and beige complexions.

CONTROL SMOKE/11

Level 6, a deep grey with a hint of blue.

Recommended for cold and pink complexions.

CONTROL GALAXY/BB

Level 5/6, a blue-grey.

Recommended for cold complexions.

CONTROL ULTRAVIOLET/21

Level 7, a blue purple.

Recommended for cold complexions.

CONTROL GRAPES/22

Level 5/6, a full and bright purple.

Recommended for cold and olive complexions.

CONTROL CITRUS/33

Level 8, a bold gold with a hint of copper.

Recommended for fair and warm complexions.

CONTROL SCARLET/66

Level 7, a lively and vibrant red.

Recommended for warm and golden complexions.

CONTROL ROSE/06

Level 9, a vibrant and full cool pink.

Recommended for pink complexions.

CONTROL GRENADINE/65

Level 6, a bright red fuchsia.

Recommended for warm and neutral complexions.



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SERVICES

NEUTRALIZING

The table below shows the reflex that is being contrasted by each of the 9 Chromatic Pulse shades.

SHADE	COMPLEMENTARY
CONTROL FOREST/88	RED
CONTROL SMOKE/11	ORANGE
CONTROL GALAXY/BB	INTENSE ORANGE
CONTROL ULTRAVIOLET/21	YELLOW-ORANGE
CONTROL GRAPES/22	INTENSE YELLOW
CONTROL CITRUS/33	VIOLET
CONTROL SCARLET/66	GREEN
CONTROL ROSE/06	LIGHT YELLOW
CONTROL GRENADINE/65	GREEN

MIXING RATIO 1:1 with O2 developer 5 or 10 vol.

SERVICES

TONALIZING

MIXING RATIO 1:1 with O2 developer 5 or 10 vol

FORMULA: dilute with Neutral to better control the reflex

COVERING

MIXING RATIO 1:1 with O2 developer 20 or 30 vol

FORMULA: depending on the % of grey hair, on the hair structure and the desired result

NEUTRALIZING

MIXING RATIO 1:1 with O2 developer from 5 to 30 vol

FORMULA: from 5% to 10% of control shade in the formula

SERVICES

MIXED WITH SUPER&ULTRA BLONDE SHADES

MIXING RATIO 1:2 with O2 developer 40 vol

FORMULA: from 5% to 10% of control shade in the formula
(if there's no grey hair at all)

MIXED WITH EXTRA BLONDING CREAM NEUTRAL

MIXING RATIO 1:1 / 1:2* with O2 developer from 5 to 30 vol

FORMULA: from 5% to 10% of control shade in the formula
(if there's no grey hair at all)

*the choice of the mixing ratio depends on the desired texture

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Always.

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OFFICIAL SOCIAL MEDIA PROFILES



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