

TECHNICAL CHART

ARGININE PATENTED TECHNOLOGY

**COLORWEAR**

THE NATURAL EVOLUTION OF TONE ON TONE

VEGAN | FREE FROM: AMMONIA, MEA, PPD, ALCOHOL, SILICONES



ALFAPARF  
MILANO

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ALFAPARF  
GROUP

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EXTRÊMELY GENTLE,  
MAXIMUM PERFORMANCE

*tests*

DYNAMIC SHINE

up to 149%  
more shine,  
measured on  
moving hair\*

\*Instrumental test result, obtained by comparing the shine measured on hair treated with the new Color Wear (roots, lengths and ends of moving strands) in comparison with products from the best market competitors.

COMBABILITY

hair is up to 11 times  
more combable\*  
after 6 applications\*

\*result of instrumental test conducted on wet hair, in comparison with the best market competitors.

HAIR INTEGRITY

up to 38%  
increase in  
hair integrity\*

\*repeated application of the new Color Wear formula, which has a naturally-derived alkalinizing agent, maintains a higher level of fiber integrity than if a product with chemical alkalinizing agent is applied. Result visible with the SEM technology (scanning electron microscope), after 9 applications of the new Color Wear formula. The comparison is made with the previous formula, applied in the same way

COLOR FADE

color is maintained  
up to 92%  
after 12 washes\*

\*result of instrumental test performed on a strand treated with the new Color Wear formula (shade 6.35), after 12 washes.



# THE TONE ON TONE NATURAL EVOLUTION

Color Wear is the natural evolution of the tone on tone concept, which is even more natural for a brand such as ALFAPARF MILANO, which makes change and **innovation** its trademark.

Thanks to its **patented technology**, this **radically renewed** formula stands out due to its **gentleness on the hair** and allows everyone to enhance and enjoy a new look.

*new packaging*

*new formula*





**ARGININE-BASED PATENTED TECHNOLOGY**  
Contains an alkalizing complex based on arginine, derived from plant sugars, which allows the most used and widespread chemical alkalizing agents (ammonia and ethanolamine) to be replaced. Arginine is an amino acid, 100% of natural origin, which is very similar to the hair as it is already present in its protein structure.

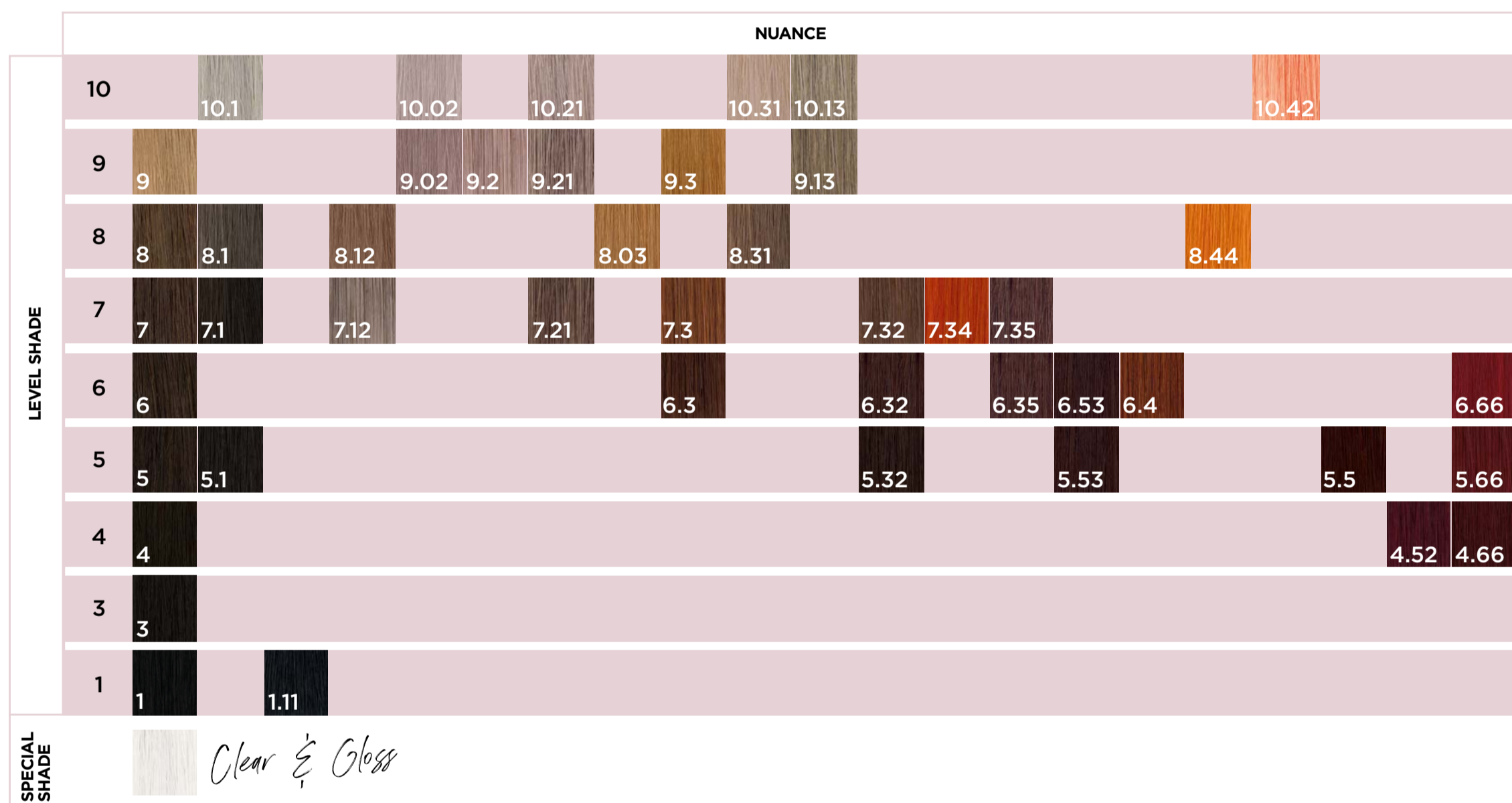
**FREE FROM**  
Ammonia, MEA (ethanolamine), PPD, Alcohol and Silicones.

**VEGAN FORMULA**  
Free from ingredients of animal origin or derivation.

**BLEND OF OILS**  
A combination of semi-fermented oils of natural origin with nourishing, anti-oxidant, protective and anti-frizz properties. Contains: camellia seed oil, sweet almond oil, argan oil, green tea seed oil and sunflower oil.

**GEL CREAM**  
Innovative gel cream texture which is easy to apply and rinse off. Does not drip during application. Contains a (patented) emulsifying complex, which enables the color to be distributed consistently for an even-looking result.

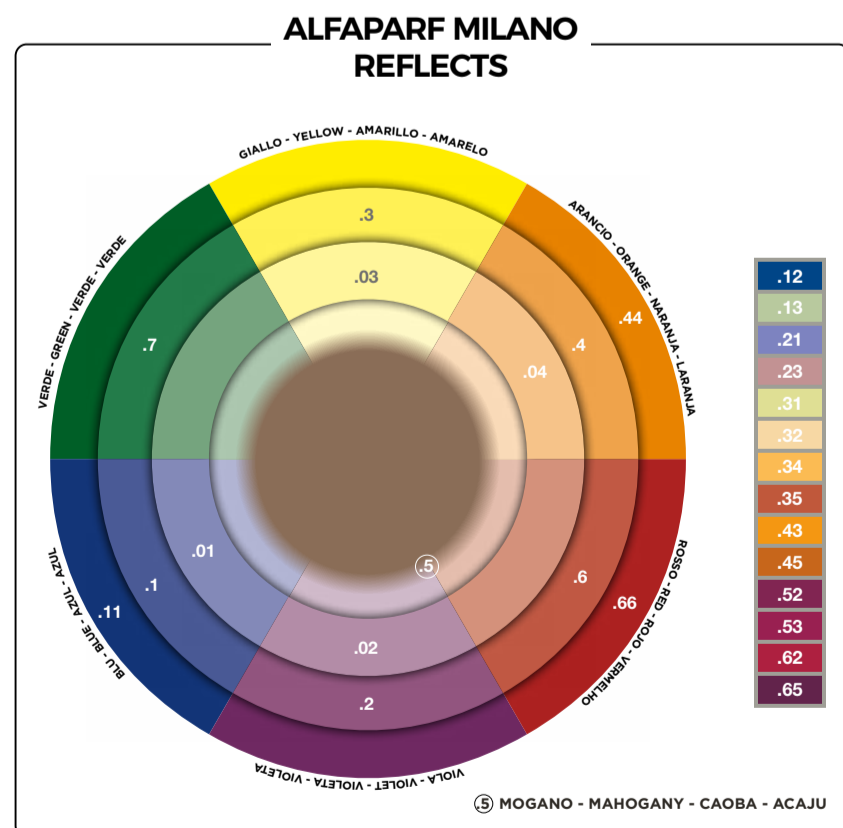
## COLOR CHART



## SALON SERVICES

Services	Developer	Mixing Ratio	Processing Time
First approach to toning (YOUR FIRST COLOR)	5/10/20 vol	1:2	20'/25'
Gloss service (VEGAN HAIR GLOSS)	5 vol	1:2	20'/25'
Toning after bleaching services (BALAYAGE LOVERS)	5 vol	1:2 - 1:3	10'/25'
Enhancing grey hair (YOUR BEAUTIFUL GREY)	5 vol	1:2	20'/25'
Grey hair coverage up to 60%	5/10/20 vol	1:2	20'/25'
Grey hair coverage up to 100%	10/20 vol	1:1	30/40'
Camouflage/Gray blending for men (MEN'S SPECIAL)	5/10/20 vol	1:2	20'/25'
Reviving lengths and ends	5/10/20 vol	1:2	10'/25'
Toning after shaping services	5 vol	1:2 - 1:3	10'/15'
Recovery up to 3 levels	5 vol	1:1	20'

**Note:**  
5 vol. activator for all types of services and to keep the cool tones true to tone. Activators 10-20 VOL. specially designed to make warm colors vibrant.



**COLOR OXIDATION DURING THE PROCESSING TIME**

During the processing time, the color intensity of the mixture applied increases while the end result stays unaltered. It is advisable not to rinse off the color before the recommended end time.





**BEFORE**  
Starting base 10.03

**DURING**  
Application 10.02

**AFTER**  
Final result

**Processing time: 20'**