



NATURAL CONCEPT COLOR TUTORIAL



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NATURAL CONCEPT COLOR IS THE PROFESSIONAL AND RESTRUCTURING OIL COLORING SYSTEM THAT GRANTS AMAZING PERFORMANCES, A TOTAL COVERAGE OF WHITE HAIR AND OF LIGHT NUANCE, EVEN WITHOUT THE PRESENCE OF AMMONIA.

DESIGNED FOR THE NEEDS OF THE HAIRDRESSERS AND THE WELL-BEING OF THE CUSTOMERS, WITH COLORING SUBSTANCES AND NATURAL EXTRACTS THAT PRESERVE THE QUALITY OF THE HAIR AND GIVE THE OPPORTUNITY EVEN TO THE MOST SENSIBLE SKINS TO ENJOY A PLEASANT COLORING TREATMENT.

NATURAL CONCEPT COLOR IS FORTIFIED WITH A BIOLOGICAL AND HERBAL COMPLEX; A MIX OF 4 NATURAL EXTRACTS THAT PROTECTS THE HAIR AND THE SCALP BEFORE AND IN THE MIDDLE OF THE WAITING TIMES.

NATURAL CONCEPT COLOR IS COMPOSED BY:

BIOLOGICAL CERTIFIED OLIVE OIL EXTRACT, THAT GRANTS A SPECIAL ANTI-OXIDANT ACTION AND AN ACTIVE PROTECTION FOR THE SKIN;

ALOE VERA, FOR THE REPAIR OF THE POROUS HAIR AND THE HYDRATION OF THE SCALP;

BABASSU OIL, USED FOR ITS HIGH A-VITAMIN LEVELS, GIVES NOURISHMENT AND ELASTICITY TO THE HAIR;

RICE BRAN OIL, WITH ITS ANTI-INFLAMMATORY POWER, REFRESHES THE SCALP AND ESTABLISH A NEW BALANCE IN THE HAIR FIBERS.



HAIR DYE PROPERTIES:

- EASY TO MIX
- RECOMMENDED EVEN FOR THE MOST SENSIBLE SKINS;
- ENHANCES COLOR AND LIGHT TONES;
- HIGH DEGREE OF PROTECTION, THANKS TO THE ABSENCE OF AMMONIA;
- IT DOES NOT OXIDIZE IN THE BOTTLE ENSURING QUALITY IN THE RESULT EVEN AFTER OPENING;
- EXCELLENT HOLD OF THE COLOR;
- STRONG RESTRUCTURING ACTION;
- GIVES NOURISHMENT AND LIGHT EVEN TO THE MOST DULL HAIR.

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NATURAL CONCEPT COLOR

HOW TO READ THE NATURAL CONCEPT COLOR NUANCE:



YOU CAN RECOGNIZE THE NUANCE CONSIDERING THAT

1 ST NUMBER: BASIC TONE

2ND NUMBER: PRIMARY LIGHT EFFECT

3RD NUMBER: SECONDARY LIGHT EFFECT



HOW TO PREPARE AND MIX NATURAL CONCEPT COLOR:

THE FIRST STEP TO TAKE TO START USING OUR COLORING SYSTEM IS THE CHOICE OF OXYDANT, THAT HAS TO BE DONE WHILE TAKING INTO CONSIDERATION SOME FACTORS:

- THE DESIRED NUANCE
- THE PERCENTAGE OF WHITE HAIR
- THE LIGHT TONE THAT HAS TO BE OBTAINED

ON HAIR WITH A HIGH PERCENTAGE OF WHITE HAIR (80-100%), FOR ALL THE NUANCES (EVEN THE LIGHTER ONES), WE RECOMMEND THE USE OF A OXYDANT WITH LOW PERCENTAGE (8-10 VOLUMES); WITH THIS METHOD YOU WILL OBTAIN A COMPLETE COVERAGE.

ON HAIR THAT NEEDS TO BE LIGHTEN BY 1-2 TONES WE RECOMMEND AN OXYDANT WITH 20-30 VOLUMES.

IN CASE YOU NEED TO LIGHT THE HAIR MORE (3-4 TONES), IT'S RECOMMENDED TO USE A 40 VOLUMES OXYDANT AND BRING THE RESTING TIME TO 40-45 MINUTES.

ONCE THE NUANCE IS CHOSEN, YOU CAN START TO MIX THE PRODUCTS.

IN A NON-METALLIC CONTAINER, POUR THE HAIR DYE AND MIX WITH THE SAME QUANTITY OF OXYDANT (1:1).

MIX THE TWO PRODUCTS WELL UNTIL A COMPACT GEL IS OBTAINED, THEN LET IT REST FOR 10-15 SECONDS BEFORE PROCEEDING WITH THE APPLICATION.

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APPLICATION AND WAITING TIMES FOR NATURAL BIO CONCEPT COLOR:

ON NATURAL HAIR:

DISTRIBUTE THE GEL UNIFORMLY ON LENGTHS AND ENDS OF THE HAIR, LEAVING IT ON FOR 10 MINUTES.

AT THE END OF THE WAITING TIME, WITHOUT RINSING OFF, PREPARE THE GEL AGAIN AND DISTRIBUTE IT ON THE ROOTS, LEAVING IT ON FOR AN ADDITIONAL 30 MINUTES.

ON DYED HAIR (SAME TONE):

PREPARE THE MIXTURE BY USING A 20 VOLUMES OXIDANT, THEN DISTRIBUTE THE GEL UNIFORMLY ON ALL THE HAIR (ROOTS, LENGTHS AND ENDS). LEAVE IT TO REST FOR 30 MINUTES.

TO DARKEN THE HAIR (1-2 TONES):

PREPARE THE MIXTURE BY USING A 20 VOLUMES OXIDANT, THEN DISTRIBUTE THE GEL UNIFORMLY ON ALL THE HAIR (ROOTS, LENGTHS AND ENDS). LEAVE IT TO REST FOR 30 MINUTES.

IF THE BASE HAIR TONE IS 2 TONES LIGHTER THAN THE CHOSEN NUANCE, THEN USE A 10 VOLUMES OXIDANT.

TO LIGHTEN THE HAIR (MORE THAN 2 TONES):

PREPARE THE MIXTURE BY USING A 30 VOLUMES OXIDANT, THEN APPLY THE GEL ONE CENTIMETER AWAY FROM THE SCALP AND ON ALL THE LENGTHS. AFTER 20 MINUTES, REMOVE THE EXCESS COLOR WITH A COMB, THEN APPLY THE SAME MIXTURE AGAIN ON ROOTS, LENGTHS AND ENDS. LEAVE IT ON FOR AN ADDITIONAL 30 MINUTES.

ULTRA-LIGHT COLORING (MORE THAN 3-4 TONES)

PREPARE THE MIXTURE BY USING A 40 VOLUMES OXIDANT, THEN APPLY THE GEL TWO CENTIMETERS AWAY FROM THE SCALP AND ON ALL THE LENGTHS. AFTER 20 MINUTES, REMOVE THE EXCESS COLOR WITH A COMB, THEN APPLY THE SAME MIXTURE AGAIN ON ROOTS, LENGTHS AND ENDS. LEAVE IT ON FOR AN ADDITIONAL 40-45 MINUTES. WE COMMEND TO CHECK THE TONE AT THE END OF THE WAITING TIME TO OPTIMIZE THE FINAL RESULT.

RINSE:

AFTER THE WAITING TIME IS OVER, RINSE THE HAIR WITH PLENTY LUKEWARM WATER AND PROCEED WITH THE WASH UNTIL THE HAIR BECOMES CLEAR.



H2OTTO TO CHANGE LOOK ... WITHOUT COMPROMISE



A LIGHT AND EASY OXYGENATING PRODUCT
TO BE APPLIED, COMBINED WITH NUANCES
NATURAL CONCEPT COLOR,
ALLOWS FREQUENT USE
WITHOUT DAMAGING THE HAIR.



THANKS TO H2OTTO YOU CAN GIVE NEW VITALITY TO THE FADED OR DULL COLOR. IDEAL TO OBTAIN A SOFT DIP DYE WITH A NATURAL (GLOSS) EFFECT. IT ALLOWS TO EMPHASIZE YOUR OWN NATURAL COLOR, OR TO SEMI-PERMANENTLY DYE THE HAIR, WHILE CREATING LIGHT EFFECTS ON YOUR OWN NATURAL HAIR BASED ON THE NUANCE OF CHOICE.

IT ALLOWS TO FREQUENTLY CHANGE YOUR LOOK WITHOUT STRESSING FREQUENTLY THE HAIR WITH INVASIVE COLORING TECHNIQUES. AND THE REGROWTH WILL NOT BE A PROBLEM ANYMORE: H2OTTO DOESN'T REQUIRE TO GET YOUR ROOTS DONE, BECAUSE THE COLOR FADES NATURALLY SHAMPOO AFTER SHAMPOO, AND IT LASTS BETWEEN FOUR TO SIX WEEKS. IT'S ALSO A NOURISHING PRODUCT, THAT HELP THE REGENERATION OF THE HAIR AND HELPS WITH THE STATIC EFFECT.

HOW TO USE H2OTTO AND MIX IT WITH NATURAL CONCEPT COLOR:

ONCE THE NUANCE IS CHOSEN, SIMPLY MIX THE PRODUCTS UNTIL A FIRM MIXTURE IS OBTAINED. THEN, EITHER POUR THE PRODUCT DIRECTLY ON THE HAIR WITH A DEEP AND LONG MASSAGE, OR APPLY IT WITH THE HELP OF A BRUSH STARTING FROM THE ROOTS AND THEN PROCEEDING WITH THE LENGTHS.

LET THE PRODUCT REST FOR 15/20 MINUTES, DEPENDING ON THE POROSITY OF THE HAIR. ONCE THE RESTING TIME IS OVER, WASH THE HAIR WITH PLENTY LUKEWARM WATER, UNTIL THE PRODUCT IS COMPLETELY REMOVED.

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NATURAL CONCEPT COLOR

PROFESSIONAL ADVICE AND CHROMATIC SCALE FOR AN OPTIMAL COVERAGE OF WHITE HAIR

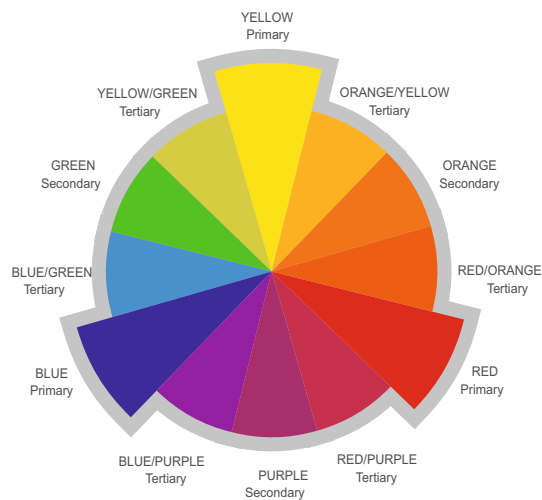
DYEING WHITE HAIR:

FOR A 100% COVERAGE OF WHITE HAIR, WE RECOMMEND THE USAGE OF THE 'NATURAL INTENSE' NUANCES (EX. 4.00/5.00 ETC.), THAT GARANT AN OPTIMAL RESULT THANKS TO THEIR INTENSE PYGMENTS.

DYEING NATURAL NUANCES WITH WHITE HAIRS:

FOR COLD AND WARM NATURAL NUANCES, USE THIS PERCENTAGE:

25 GR. OF NATURAL NUANCE (EX. 4/ 5/ 6 ETC.) AND 25 GR. OF NUANCE WITH CHROMATIC TONES (EX. 5.3 – 4.8 ETC.)



BLUE, RED AND YELLOW ARE THE PYGMENTS USED TO COVER THE WHITE HAIR, AND THE HAIR COVERAGE IS MEASURED BY THE QUANTITY OF THIS COMPONENTS.

YOU CAN OBTAIN A PERFECT BALANCE BY ADDING THE CHROMATIC TONES TO THE NATURAL NUANCE AND GIVE BACK THE CHROMATIC TONES TO THE WHITE HAIR. BY REACHING THE MOST DEEP FIBERS OF THE HAIR, NATURAL CONCEPT COLOR ALSO ENSURES A LONG-LASTING COLORATION.

WARNING!

EVERY HAIR COLOR BRAND, USED ON WHITE HAIR, CAN CAUSE TRANSPARENCY ISSUE, AS THE COLORING PYGMENTS ARE DOSED BY THE NECESSITIES OF THE MANUFACTURER.





FORMAT: 250 ML BOTTLES

MIXING RATIO: 1/1

EASY TO APPLY

BRILLIANT RESULTS AND CALIBRATED COLORS

MAXIMUM CHROMATIC PERFORMANCE

HIGH DEGREE OF PROTECTION

EXCELLENT COVERAGE OF WHITE HAIR

OPTIMAL COLOR RESISTANCE

AMPLE NUANCE SELECTION

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