

Aloxxi<sup>®</sup>

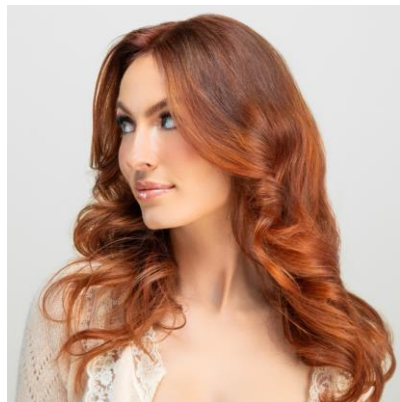
WELCOME





# INTRODUCTION

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**LUMINEXX**



**CHROMA**



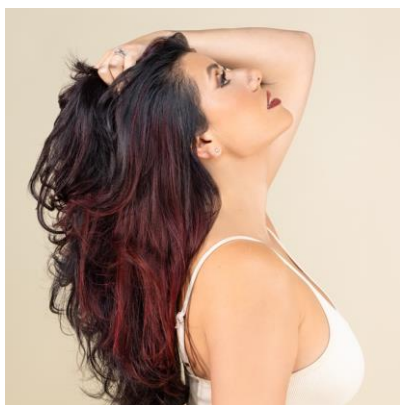
**TONES**



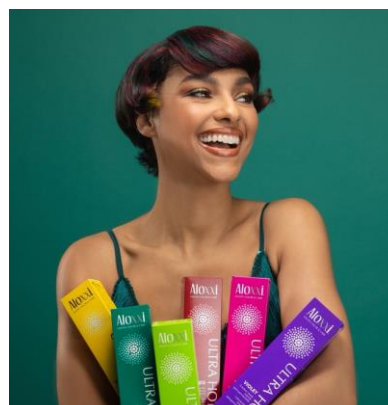
**ANDIAMO**



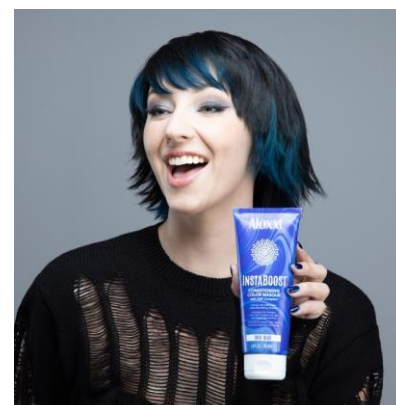
**BLONDE78**



**DIMENSIONS**



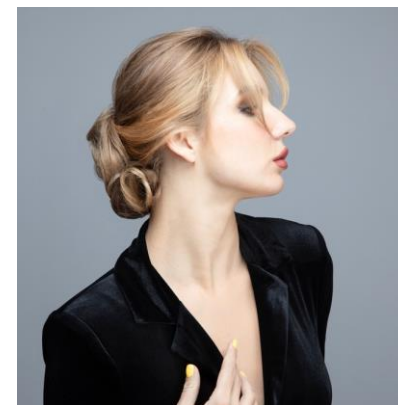
**ULTRA HOT**



**INSTABOOST**



**CARE**



**STYLE**





# LUMINEXX

## PERMANENT GEL CREAM HAIR COLOUR

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*NEW!*

Featuring skin-care grade ingredients & Surface Intelligence Technology delivering vibrant, long-lasting colour with superior grey coverage for stronger, healthier hair, and beautiful shine!





# LUMINEXX

## PERMANENT GEL CREAM HAIR COLOUR

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- Encapsulated pigments held within colour until they're released upon mixing with developer, ensuring fresher colour dyes upon use & even colour results
- Gel-cream consistency transforms into a perfectly rich cream when mixed for precise application that stays exactly where you place it & won't slip or swell during development
- Perfectly balanced formula acts optimally to deposit colour efficiently & quickly rinse out
- Combination of skincare-grade ingredients help protect the scalp from staining
- One of the most cost-effective options on the market with the 1:2 mixing ratio
- A formulation gentle enough to refresh mid-lengths & ends when mixed with 7 Volume
- An initial colour assortment that delivers the most requested shades. A robust expansion will follow to support what's on trend
- **The shine is second to none – seriously!**





# WHY LUMINEXX

## Shine On with Luminexx™ by Aloxxi.

An advanced PPD and Resorcinol Free Gel Cream Permanent Hair Colour formulated with Surface Intelligence Technology delivers vibrant, long-lasting colour with superior grey coverage for stronger, healthier hair, and beautiful shine.



Made with skincare-grade ingredients, it helps protect the scalp, prevent staining and creates the optimal environment for hair colour to shine. May be used to refresh mid-lengths and ends.



# LUMINEXX SWATCH CHART



	NATURAL	NATURAL ASH BROWN	NATURAL GOLD	INTENSE ASH	ASH MATTE	VIOLET ASH	INTENSE VIOLET	GOLD VIOLET	GOLD	GOLD COPPER	COPPER	RED MAHOGANY	INTENSE RED
10	10N 10.0			10AA 10.11									
9			9NG 9.03			9VA 9.21		9GV 9.32	9G 9.3	9GC 9.34			
8	8N 8.0	8NABr 8.018		8AA 8.11							8C 8.4		
7	7N 7.0		7NG 7.03			7VA 7.21		7GV 7.32	7G 7.3				7RRc 7.664
6	6N 6.0	6NABr 6.018		6AA 6.11							6C 6.4		6RR 6.66
5	5N 5.0		5NG 5.03		5AMt 5.17		5VV 5.22	5GV 5.32	5G 5.3			5RM 5.65	5RR 5.66
4	4N 4.0						4VV 4.22					4RM 4.65	
3	3N 3.0				3AMt 3.17								
2													
1	1N 1.0												

*New Shades Coming Soon!*



# LUMINEXX



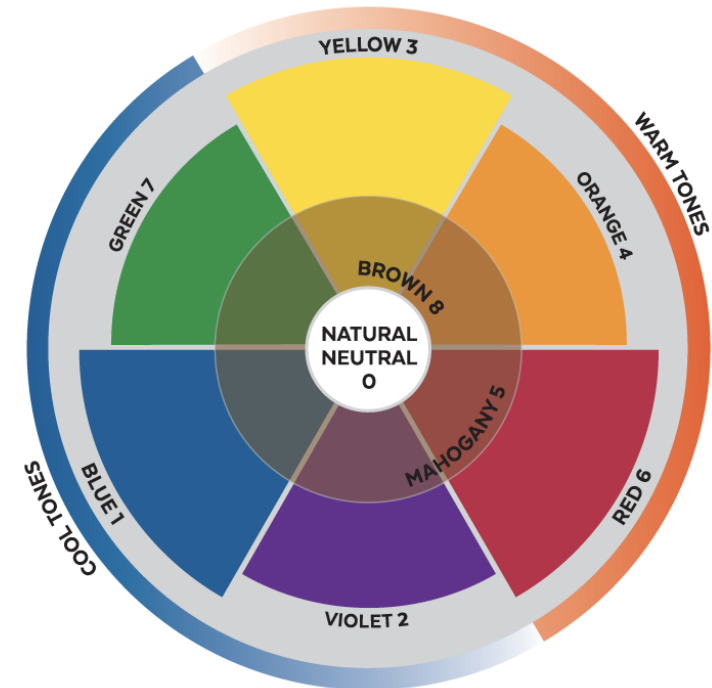
## WHAT'S IN THE TUBE

### TONAL SERIES & DIRECTION

LETTER	NUMBER	PRIMARY TONE	SECONDARY TONE	TERTIARY TONE	WE CALL IT (COSMETIC NAME)
N	0	NATURAL			NATURAL
NABr	0.018	NATURAL	BLUE	BROWN	NATURAL ASH BROWN
NG	0.03	NATURAL	YELLOW		NATURAL GOLD
AA	0.11	BLUE	BLUE		INTENSE ASH
AMT	0.17	BLUE	GREEN		ASH MATTE
VA	0.21	VIOLET	BLUE		VIOLET BLUE
VV	0.22	VIOLET	VIOLET		INTENSE VIOLET
G	0.3	YELLOW			GOLD
C	0.4	ORANGE			COPPER
RM	0.65	RED	RED-VIOLET	BROWN	RED MAHOGANY
RRC	0.664	RED	RED	ORANGE	RED RED COPPER
RR	0.66	RED	RED		INTENSE RED

## COLOUR WHEEL

- Colours close to each other on the wheel enhance tonal direction.
- Colours across the wheel neutralize tonal direction.
- Colours may be warm or cool depending on the proportion of primaries present: blue, red & yellow.





# LUMINEXX

## COLOUR FAMILIES

NATURAL

COOL / CONTROL

FASHION

## TONAL DIRECTION

0 NATURAL    1 ASH    2 VIOLET    3 GOLD    4 COPPER    5 MAHOGANY    6 RED    7 MATTE    8 BROWN

## NUMBER IDENTIFICATION

# = level  
1st letter = primary tonal direction  
2nd letter = secondary tonal direction

### 7GV

7 = Medium Blonde  
G = Gold Tonal Direction  
V = Violet Secondary Tonal Direction

Luminexx™

7GV

7.32

# in front of point = level  
1st # to the right of the . = primary tonal direction  
2nd # to the right of the . = secondary tonal direction

### 7.32

7 = Medium Blonde  
3 = Gold Primary Tonal Direction  
2 = Violet Secondary Tonal Direction

## NATURAL LEVEL & EXPOSED CONTRIBUTING PIGMENT GUIDE

	LEVEL	NATURAL LEVEL	EXPOSED CONTRIBUTING PIGMENT	CORRECTIVE	
↑ LIGHT ↓ DARK	10N	LIGHTEST BLONDE	PALE YELLOW	VIOLET	<b>HEALTHY HAIR</b> Accepts warm tones: red, orange and yellow. Rejects cool tones: blue and violet.
	9N	VERY LIGHT BLONDE	LIGHT YELLOW	VIOLET	
	8N	LIGHT BLONDE	YELLOW	VIOLET	
	7N	MEDIUM BLONDE	ORANGE + YELLOW	BLUE + VIOLET	
	6N	DARK BLONDE	ORANGE	BLUE	
	5N	LIGHT BROWN	RED + ORANGE	GREEN + BLUE	
	4N	MEDIUM BROWN	RED	GREEN	
	3N	DARK BROWN	RED	GREEN	
	2N	DARKEST BROWN	RED	GREEN	
	1N	BLACK	RED	GREEN	

**DAMAGED HAIR**  
Accepts cool tones: blue and violet. Rejects warm tones: red, orange and yellow.



# *LUMINEXX NATURAL SERIES*

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## *ACHIEVING GREY/WHITE COVERAGE*

### **COVERING UP TO 100% GREY/WHITE HAIR**

Mix 1 pt target colour + 1 pt of the following series:

**N**

#### **NATURAL**

.0 = Natural Coverage

CONTAINS ALL THREE PRIMARY COLORS ( BLUE, RED, YELLOW) IN VARIED PROPORTIONS FOR NATURAL LOOKING RELIABLE GREY COVERAGE TO BE USED ALONE OR MIXED WITH ANY LUMINEXX SHADE.

**NABr**

#### **NATURAL ASH BROWN**

.018 = Cool Coverage

NATURAL (BLUE, RED, YELLOW) + BLUE (ASH) + BROWN (Br) BASE FOR A RICH, COOL GREY COVERAGE OPTION TO BE USED ALONE OR MIXED WITH ANY LUMINEXX SHADE.

**NG**

#### **NATURAL GOLD**

.03 = Warm Coverage

NATURAL (BLUE, RED, YELLOW) + YELLOW (GOLD) BASE FOR A WARM GREY COVERAGE OPTION TO BE USED ALONE OR MIXED WITH ANY LUMINEXX SHADE.

# *ACHIEVING GREY/WHITE COVERAGE*

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## **EXAMPLE:**

Natural level: 5

Target shade: 6C

% of grey/ white: 70%

Texture: Average

Formula: 15g 6NG + 15g 6C +  
60g 20 Vol.



# DEVELOPERS

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# DEVELOPER SELECTION & TIMING

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## MIXING

LEVELS 1-10:

**1:2**

COLOUR to DEVELOPER

## DEVELOPER & RECOMMENDATIONS

7 Vol.	10 Vol.	20 Vol.	30 Vol.	40 Vol.
Grey / White Blending	Grey / White Coverage	Grey / White Coverage	Grey / White Coverage	Grey / White Coverage
Colour Refreshing Mid Lengths and Ends	Tone on Tone	1 level of lift	2 levels of lift	3 levels of lift

## PROCESSING RECOMMENDATIONS

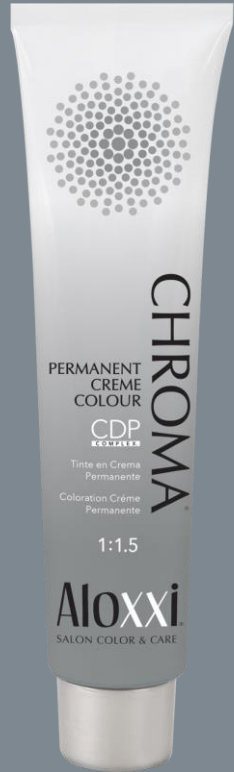
7 Vol.	10 Vol.	20 Vol.	30 Vol.	40 Vol.
Up to 35 minutes	Up to 35 minutes	Up to 35 minutes	Up to 35 minutes	Up to 35 minutes



# CHROMA

## PERMANENT CREME COLOUR

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- Easy to formulate, consistent, predictable long-lasting colour results with unsurpassed condition & shine
- Alpha numeric and International numbering system identification
- Gentle & high performing results
- Profitable mixing ratio
- 5 series specifically formulated to deliver customized grey/white coverage
- 6 series designed to control unwanted warmth
- Vibrant pure tone fashion shades that shine
- Platinum series delivers up to 5 levels of lift, providing the clearest blonde results possible
- GEM shades and CHROMA Boost are additives that allow truly customized colour results



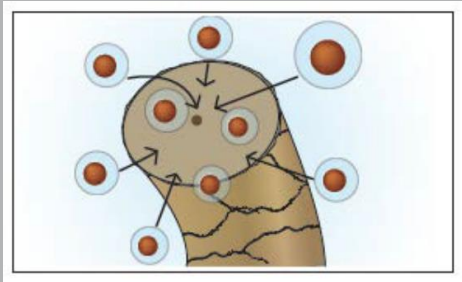


# CHROMA

## PERMANENT CREME COLOUR

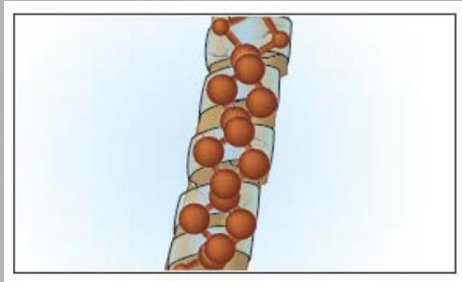
### CONDITIONS

weightlessly, exactly  
where needed.



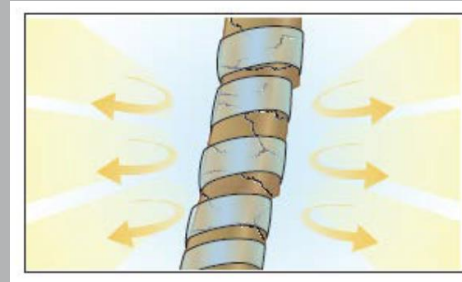
### DEPOSITS

high-definition  
pigments



### PROTECTS

from excessive  
damage





# *ALOXI INTERNATIONAL NUMBERING*

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# = level

1st letter = primary tonal direction

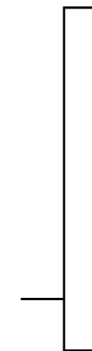
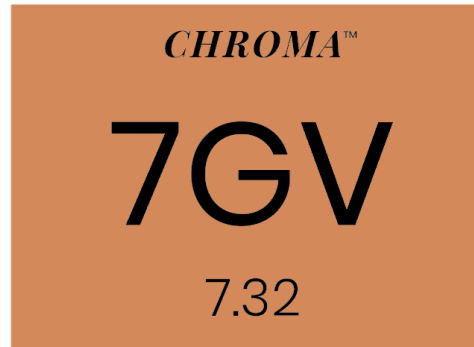
2nd letter = secondary tonal direction

## **7GV**

7 = Medium Blonde

G = Gold Primary Tonal Direction

V = Violet Secondary Tonal Direction



# in front of point = level

1st # to the right of the . = primary tonal direction

2nd # to the right of the . = secondary tonal direction

## **7.32**

7 = Medium Blonde

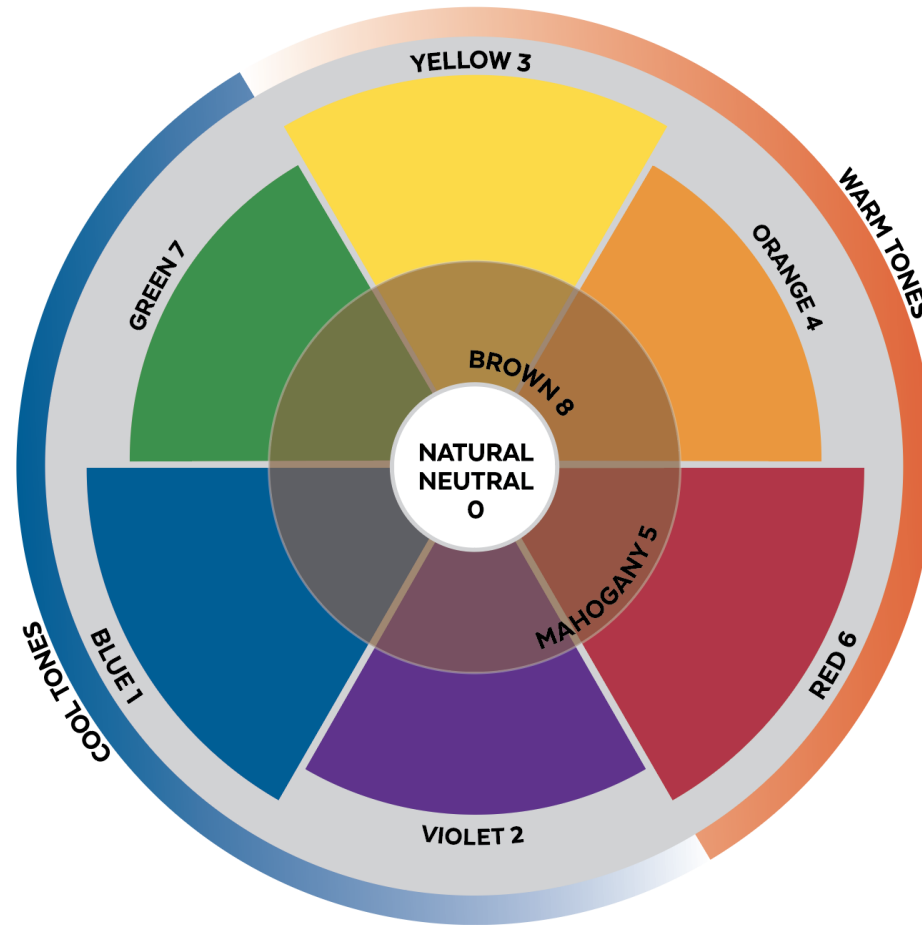
3 = Gold Primary Tonal Direction

2 = Violet Secondary Tonal Direction

# ALOXXI INTERNATIONAL NUMBERING

## COLOUR WHEEL

- Colours close to each other on the wheel enhance tonal direction.
- Colours across the wheel neutralize tonal direction.
- Colours may be warm or cool depending on the proportion of the primary colours present: blue, red and yellow.



## COLOUR FAMILIES



## TONAL DIRECTION

- 0 NATURAL
- 1 ASH
- 2 VIOLET
- 3 GOLD
- 4 COPPER
- 5 MAHOGANY
- 6 RED
- 7 MATTE
- 8 BROWN



# CHROMA SWATCH CHART

LEVELS	NATURAL	INTENSE NATURAL	NATURAL TAN	NATURAL ASH	NATURAL ASH MATTE	ASH	INTENSE ASH	VIOLET	PEARL	BEIGE	GOLD VIOLET	BROWN GOLD	GOLD	GOLDEN MAHOGANAY <small>Previously Golden Red (GR)</small>	RED GOLD	RED MAHOGANAY	COPPER	INTENSE COPPER	RED COPPER	RED	EXTRA RED	
	11N 8.0	<b>PLATINUM</b> <small>Formulated to achieve the ultimate in high lift blondes without creating excessive warmth.</small>				11A 8.1		11V 8.2	11P 8.21	11B 8.3												
10	10N 8.0					10A 8.1	10AA 8.1		10P 8.21													
9	9N 8.0	9NN 8.00	9NT 8.03	9NA 8.01		9A 8.1	9AA 8.1		9P 8.21	9B 8.3			9G 8.3						9KKg 8.443			
8	8N 8.0	8NN 8.00	8NT 8.03	8NA 8.01	8NAMt 8.007	8A 8.1	8AA 8.1			8B 8.3	8GV 8.32	8BrG 8.83	8G 8.3				8K 8.4	8KK 8.44				
7	7N 7.0	7NN 7.00	7NT 7.03	7NA 7.01	7NAMt 7.017	7A 7.1				7B 7.3	7GV 7.32	7BrG 7.83	7G 7.3	7GM 7.35	7RG 7.83		7K 7.4	7KK 7.44				
6	6N 6.0	6NN 6.00	6NT 6.03	6NA 6.01		6A 6.1	6AA 6.1				6GV 6.32	6BrG 6.83	6G 6.3	6GM 6.35			6K 6.4	6KK 6.44	6RK 6.84	6R 6.8	6XR 6.86	
5	5N 5.0	5NN 5.00	5NT 5.03		5NAMt 5.007	5A 5.1		5V 5.5			5GV 5.32	5BrG 5.83	5G 5.3	5GM 5.35		5RM 5.85	5K 5.4		5RK 5.84	5R 5.8	5XR 5.86	
4	4N 4.0	4NN 4.00						4V 4.52			4GV 4.32	4BrG 4.83				4RM 4.85						4XR 4.86
3	3N 3.0							3V 3.2														
2	2N 2.0																					
1	1N 1.0					1A 1.1																
GEMS		<small>Alowix GEMS are a collection of color concentrates that are used to customize colour formulas for each individual client.</small>				B		V					G				K				R	

# *CHROMA NATURAL SERIES* = 100% GREY/WHITE COVERAGE

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## **NATURAL**

.0 = Natural Coverage

**N**

Used for natural level selection. The base contains all three primary colours in varied proportions. Creates natural results without excessive warmth or coolness. Adding to colour formula assures 100% coverage on grey/white hair.

## **NATURAL ASH**

.01 = Cool Coverage

**NA**

Natural blue/violet base produces natural cool tones and controls unwanted orange/yellow tones. May be used for 100% grey/white coverage.

## **INTENSE NATURAL**

.00 = Intense / Resistant Coverage

**NN**

Formulated with an increased pigment level of all three primary colours. Recommended to produce 100% coverage on 50% or more resistant grey/white hair.

## **NATURAL ASH MATTE**

.017 = Cool Coverage

**NAMt**

Natural blue/green base that controls unwanted warm tones when lifting natural dark bases. May be used for 100% grey/white coverage.

## **NATURAL TAN**

.03 = Warm Coverage

**NT**

Natural gold base creates natural looking rich warm tones. Ideal for 100% grey/white coverage with warm tonal balance and lowlighting.

# CHROMA NATURAL SERIES

NATURAL	INTENSE NATURAL	NATURAL TAN	NATURAL ASH	NATURAL ASH MATTE
11N 11.0	<b>PLATINUM</b> Formulated to achieve the ultimate in high lift blondes without creating excessive warmth.			
10N 10.0				
9N 9.0	9NN 9.00	9NT 9.03	9NA 9.01	
8N 8.0	8NN 8.00	8NT 8.03	8NA 8.01	8NAMt 8.017
7N 7.0	7NN 7.00	7NT 7.03	7NA 7.01	7NAMt 7.017
6N 6.0	6NN 6.00	6NT 6.03	6NA 6.01	
5N 5.0	5NN 5.00	5NT 5.03		5NAMt 5.017
4N 4.0	4NN 4.00			
3N 3.0				
2N 2.0				
1N 1.0				

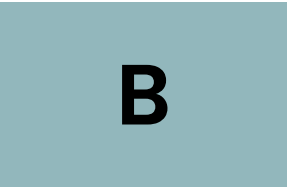


# CHROMA CONTROL SERIES

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## BEIGE

.13 = Ash / Gold



Ideal blend of ash and gold for a classic beige blonde.

## INTENSE ASH

.11 = Blue / Blue



Intense blue base controls unwanted warm tones when lifting.

## GOLD VIOLET

.32 = Gold / Violet



Gold/violet base creates soft, balanced, warm tones. Ideal for lowlighting and colour backs.

## PEARL

.21 = Violet / Blue



Violet/blue base controls unwanted yellow/gold tones when lifting.

## ASH

.1 = Blue



Blue base controls unwanted orange tones when lifting.

## VIOLET

.2 = Violet. / .5 = Mahogany



Blue/red base creates rich burgundy shades. Add to lighter levels to control unwanted warmth.

# CHROMA CONTROL SERIES

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ASH	INTENSE ASH	VIOLET	PEARL	BEIGE
11A 11.1		11V 11.2	11P 11.21	11B 11.13
10A 10.1	10AA 10.11		10P 10.21	
9A 9.1	9AA 9.11		9P 9.21	9B 9.13
8A 8.1	8AA 8.11			8B 8.13
7A 7.1				7B 7.13
6A 6.1	6AA 6.11			
5A 5.1		5V 5.5		
		4V 4.52		
		3V 3.2		
1A 1.1				

# CHROMA FASHION SERIES

---

## BROWN GOLD

.83 = Brown / Gold

**BrG**

Brown Gold creates a warm brown with enhanced golden tones.

## RED GOLD

.63 = Red/Gold

**RG**

Red/gold base produces luminous warm reds.

## INTENSE COPPER

.44 = Copper / Copper

**KK**

Intense copper base, providing bright intense copper colour results.

## EXTRA RED

.6 = Red / Red

**XR**

Intense red base creates extremely rich red tones.

## GOLD

.3 = Gold

**G**

Gold base creates brilliant golden tones.

## RED MAHOGANY

.65 = Red / Mahogany

**RM**

Violet/blue base controls unwanted yellow/gold tones when lifting.

## RED COPPER

.64 = Red / Copper

**RK**

Red/copper base produces bold, vibrant red-copper tones.

## GOLDEN MAHOGANY

.35 = Gold / Red Mahogany

**GM**

Red/red violet base creates beautiful natural reds.

## COPPER

.4 = Copper

**K**

Copper base enhances and accentuates warm tones.

## RED

.6 = Red

**R**

Formulated with a true red base that ensures rich vibrant red tones.





# DEVELOPERS



# DEVELOPER SELECTION & TIMING

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10 Vol. / 3%	20 Vol. / 6%	30 Vol. / 9%	40 Vol. / 12%
Grey / White Coverage	Grey / White Coverage	Grey / White Coverage	Grey / White Coverage
Tone on Tone	1 level of lift	2 levels of lift	3 levels of lift

TIMING:			
20 - 35 minutes	30 - 45 minutes	40 - 45 minutes	40 - 50 minutes

## 20 & 40 Vol. Blue Developer

Mix with CHROMA™ for additional coolness

4-5 levels of lift with CHROMA Platinum Series



# MIXING

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## LEVELS 1 – 10

# 1:1.5

### COLOUR

30g

60g

.....

1 oz

2 oz

### DEVELOPER

45g

90g

.....

1½ oz

3 oz

## PLATINUM HIGH LIFT COLOUR

# 1:2

### COLOUR

15g

30g

.....

½ oz

1 oz

### DEVELOPER

30g

60g

.....

1 oz

2 oz



### HELPFUL HINT

Utilize an Aloxxi scale when mixing for accuracy!

# *ACHIEVING GREY/WHITE COVERAGE*

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## **COVERING UP TO 50% GREY/WHITE HAIR**

Mix 2 pts target colour + 1 pt of the following series:

**N**

To achieve a natural coverage.

**NA**

To achieve a cool coverage mix with B, A, P, V, R, XR series.

**NN**

Recommended for 50% or more resistant grey/white hair can be intermixed with any series.

**NAMt**

Natural blue/green base that controls unwanted warm tones when lifting natural dark bases.

**NT**

To achieve a warm coverage mix with RG, RM, R, RK, K GM, G or GG series.

# *ACHIEVING GREY/WHITE COVERAGE*

---



## **EXAMPLE:**

Natural level: 5 light brown

Target shade: 6R

% of grey/ white: 25%

Texture: Average

Formula: 20g 6R + 10g 6NT +  
45g 20 Vol.

# *ACHIEVING GREY/WHITE COVERAGE*

---

## **COVERING OVER 50% GREY/WHITE HAIR**

Mix 1 pt target colour + 1 pt of the following series:

**N**

To achieve a natural coverage.

**NA**

To achieve a cool coverage mix with B, A, P, V, R, XR series.

**NN**

Recommended for 50% or more resistant grey/white hair can be intermixed with any series.

**NAMt**

Natural blue/green base that controls unwanted warm tones when lifting natural dark bases.

**NT**

To achieve a warm coverage mix with RG, RM, R, RK, K GR, G or GG series.



# *ACHIEVING GREY/WHITE COVERAGE*

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## **EXAMPLE:**

Natural level: 5

Target shade: 6K

% of grey/ white: 70%

Texture: Average

Formula: 15g 6NT + 15g 6K +  
45g 20 Vol.

# CHROMA PLATINUM



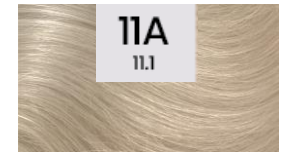
## ULTIMATE HIGH LIFT BLONDES (11.)

- 4-5 levels of lift
- Higher concentration of pigment
- Recommended to be applied to natural level 6 or lighter
- Apply generously
- Can be used on or off scalp

### MIXING RATIO 1:2

1 part PLATINUM shade + 2 parts 40 Vol. Developer

**Note:** Aloxxi BOOST can be added to create up to 1 additional level of lift.



# CHROMA BOOST

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## BOOST

- Pigmentless lightening cream
- Up to 1 additional level of lift
- Maximum lightening results in a single process
- Mix with CHROMA shades up to equal parts
- Add to CHROMA formula to achieve grey/white coverage on resistant hair
- Use as mild lightening cream on natural or colour treated hair

# CHROMA GEM CONCENTRATES



## GEMS

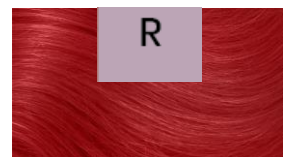
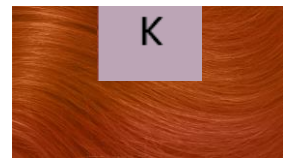
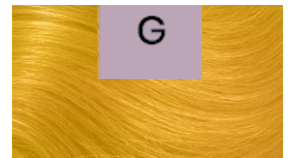
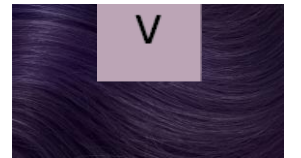
- Colour concentrates
- Customize colour formulas
- Available in cool and warm tones

### COOL GEMS: Blue, Violet

- Enhance cool tones
- Control unwanted warmth

### WARM GEMS: Red, Gold, Copper

- Enhance warm tones
- Fillers
- Add to formula when lowlighting or colouring porous hair





# TONES

## DEMI PERMANENT COLOUR



- No ammonia & PPD Free
- Intermixable shades deliver amazing shine, condition and intensity for up to 24 shampoos
- TONES is the perfect companion to Aloxxi Permanent Colour ranges
- Variable mixing ratio allows for customizable colour results
- Hybrid cream/gel consistency allows for flexible application
- 3 series for custom grey/white blending of 50% or more
- 6 control series - perfect for low-lighting, coloring back or toning, and a full assortment of beautiful luminous fashion shades
- Clear can be used as a diluter to ensure there is no over-deposit



# TONES

## DEMI PERMANENT COLOUR

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### WHEN TO USE

- Colour refreshing previously colored mid-lengths & ends
- No lift
- Grey/white blending
- Colour refresher after other chemical service
- Shine service
- Lowlighting
- Toner
- 1st time colour clients
- Perfect partner to Aloxxi Permanent Colour Brands

# TONES SWATCH CHART

LEVELS	NATURAL	NATURAL TAN	NATURAL ASH	BEIGE	GOLD VIOLET	ASH	INTENSE ASH	PEARL	VIOLET	RED MAHOAGANY	RED	EXTRA RED	RED COPPER	COPPER	GOLDEN MAHOAGANY	GOLD
10	10N 10.0					10A 10.1	10AA 10.11	10P 10.21	10V 10.2							10G 10.3
9	9N 9.0	9NT 9.03	9NA 9.01	9B 9.13		9A 9.1	9AA 9.11	9P 9.21	9V 9.2							9G 9.3
8			8NA 8.01			8A 8.1								8K 8.4		
7	7N 7.0	7NT 7.03		7B 7.13	7GV 7.32										7GM 7.35	7G 7.3
6	6N 6.0		6NA 6.01			6A 6.1					6R 6.6	6XR 6.65	6RK 6.64	6K 6.4		
5	5N 5.0	5NT 5.03			5GV 5.32					5RM 5.65	5R 5.6				5GM 5.35	5G 5.3
4	4N 4.0								4V 4.2	4RM 4.65		4XR 4.65	4RK 4.64	4K 4.4		
3	3N 3.0								3V 3.2							
2																
1	1N 1.0					1A 1.1										
GEMS	CL	Aloxli GEMS are a collection of color concentrates that are used to customize color formulas for each individual client. For additional uses, reference the Salon Technical Guide.				B			V		R			K		G



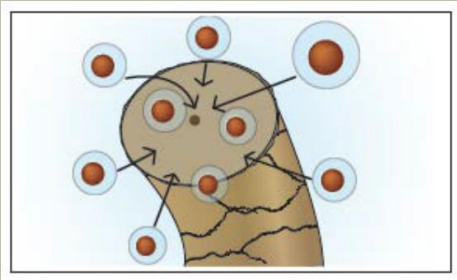
# TONES

## DEMI PERMANENT COLOUR

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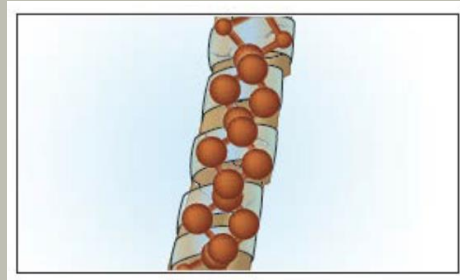
### CONDITIONS

weightlessly, exactly where needed.



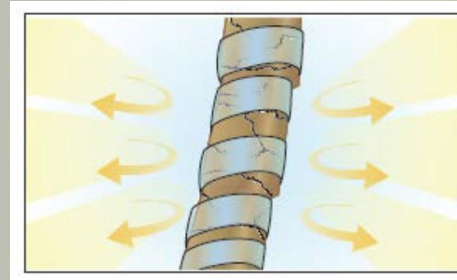
### DEPOSITS

high-definition pigments



### PROTECTS

from excessive damage



- Demi-Permanent partner for CHROMA
- No ammonia
- Leaves hair feeling soft and in amazing condition



# TONES TONAL SERIES

---

NATURAL	NATURAL TAN	NATURAL ASH	BEIGE
10N 10.0			
9N 9.0	9NT 9.03	9NA 9.01	9B 9.13
		8NA 8.01	
7N 7.0	7NT 7.03		7B 7.13
6N 6.0		6NA 6.01	
5N 5.0	5NT 5.03		
4N 4.0			
3N 3.0			
1N 1.0			
CL			

# TONES TONAL SERIES

---

GOLD VIOLET	ASH	INTENSE ASH	PEARL	VIOLET
	10A 10.1	10AA 10.11	10P 10.21	10V 10.2
	9A 9.1	9AA 9.11	9P 9.21	9V 9.2
	8A 8.1			
7GV 7.32				
	6A 6.1			
5GV 5.32				
				4V 4.2
				3V 3.2
	1A 1.1			

# TONES TONAL SERIES

---

RED MAHOGANY	RED	EXTRA RED	RED COPPER	COPPER	GOLDEN MAHOGANY	GOLD
						10G 10.3
						9G 9.3
				8K 8.4		
					7GM 7.35	7G 7.3
	6R 6.6	6XR 6.66	6RK 6.64	6K 6.4		
5RM 5.95	5R 5.6				5GM 5.35	5G 5.3
4RM 4.95		4XR 4.66	4RK 4.64	4K 4.4		
	R			K		G



# TONES GREY/WHITE BLENDING

---

## NATURAL

.0 = Natural Coverage

**N**

Used for natural level selection. The base contains all three primary colours in varied proportions. Creates natural results without excessive warmth or coolness. Adding to colour formula assures 100% coverage on grey/white hair.

## NATURAL TAN

.03 = Warm Coverage

**NT**

Natural gold base creates natural looking rich warm tones. Ideal for 100% grey/white coverage with warm tonal balance and lowlighting.

## NATURAL ASH

.01 = Cool Coverage

**NA**

Natural blue/violet base produces natural cool tones and controls unwanted orange/yellow tones. May be used for 100% grey/white coverage.

## Up to 50% Grey/ White

1 pt. Natural Series (5g)

+

3 pts. Target Colour (15g)

## 50%+ Grey/ White

1 pt. Natural Series (15g)

+

1pt. Target Colour (15g)

# TONES MIXING

---



**COLOUR**

15g  
30g  
.....  
½ oz  
1 oz

**1:  
2**



**ACTIVATOR**

30g  
60g  
.....  
1 oz  
2 oz

**OR**



**COLOUR**

30g  
60g  
.....  
1 oz  
2 oz

**1:1**



**ACTIVATOR**

30g  
60g  
.....  
1 oz  
2 oz

# TONES COLOUR OBJECTIVE & TIMING

---

COLOUR OBJECTIVE	MIXING RATIO	DEVELOPEMENT TIME (ROOM TEMP.)	DEVELOPEMENT TIME (w/HEAT)
Basic Colour Blends Up to 50% Grey/White Hair	1:2 (Colour : 7 Vol.)	20 - 25 MINUTES	10 - 15 MINUTES
Colour refresher	1:2 (Colour : 7 Vol.)	10 - 15 MINUTES	5 - 10 MINUTES
Toner and chemically processed hair	1:2 (Colour : 7 Vol.)	10 - 15 MINUTES	NOT RECOMMENDED
Intense Tonal Direction	1:1 (Colour : 7 Vol.)	20 - 25 MINUTES	10 - 15 MINUTES
Blends Over 50% Grey/white Hair	1:1 (Colour : 7 Vol.)	30 - 40 MINUTES	15 - 20 MINUTES

Fine hair is more receptive to hair colour, therefore less development time is needed.



## HELPFUL HINT

Utilize an Aloxxi scale when mixing for accuracy!

# TONES GEM CONCENTRATES

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## GEMS

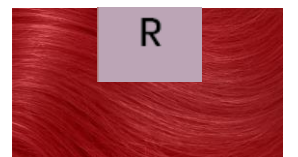
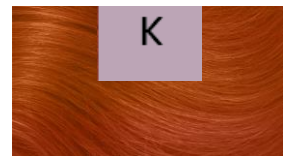
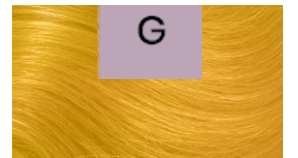
- Colour concentrates
- Customize colour formulas
- Available in cool and warm tones

### COOL GEMS: Blue, Violet

- Enhance cool tones
- Control unwanted warmth

### WARM GEMS: Red, Gold, Copper

- Enhance warm tones
- Fillers
- Add to formula when lowlighting or colouring porous hair





# TONES

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## CLEAR GLOSS

- Pigmentless
- Shade diluter
  - Pastel/shear blondes
  - Porous hair
- SHINE SERVICE
  - Colour to condition
  - 1 pt. Clear + 2 pt. 7 Vol.



# ANDIAMO EXPRESS PERMANENT COLOUR

---



Achieve beautiful color and complete grey coverage in just 10 minutes with ANDIAMO. Formulated with TURBO DYE TECHNOLOGY®, this color deposits a high concentration of long-lasting dyes while achieving up to 4 levels of lift.

HOW IT WORKS:

## KEY BENEFITS:

- Express color services in just 10 minutes
- Long-lasting color, vibrancy and shine
- Outstanding care and condition for healthy hair
- Achieve up to 4 levels of lift



# ANDIAMO EXPRESS PERMANENT COLOUR

---



## HOW DOES IT WORK?

### **TURBODYE TECHNOLOGY®**

#### **INCREASED PIGMENT CONCENTRATION**

Deposits a high concentration of dyes in only 10 minutes.

#### **CALIBRATED DYE COUPLER FORMULA**

Regulates the dye oxidation pace to ensure consistent, on-point color results.

#### **ILLIPE BUTTER**

Provides nourishment, shine and manageability.









# *ANDIAMO GREY COVERAGE*

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## **Up to 50% Grey/ White:**

1 part N or NT

2 parts target colour

## **50% – 100% Grey/ White:**

1 part N or NT

1 part target colour

# FORMULATION GUIDE

## MIXING



## DEVELOPER + TIMING CHART

COLOUR OBJECTIVE	DEVELOPER	DEVELOPMENT TIME
GREY/WHITE COVERAGE – TONE ON TONE	10 VOLUME (3%)	10 MINS. UP TO 15 MINS.
GREY/WHITE COVERAGE – 1 LEVEL OF LIFT	20 VOLUME (6%)	10 MINS. UP TO 15 MINS.
GREY/WHITE COVERAGE – 2 LEVELS OF LIFT	30 VOLUME (9%)	10 MINS. UP TO 15 MINS.

Fine hair is more receptive to hair color, therefore less development time may be required. High Lift shades (11N & 11A) are formulated to achieve up to 4 levels of lift in 10-15 minutes.

**DO NOT DEVELOP WITH HEAT.**

## PRE-TREATMENT

Apply ColourPrime Pre-Color Treatment to the hair prior to all color applications to optimize colour retention.

## APPLICATION

**GOING DARKER AND TONE ON TONE:** Apply colour to the base area and then immediately

## COLOR REFRESHING

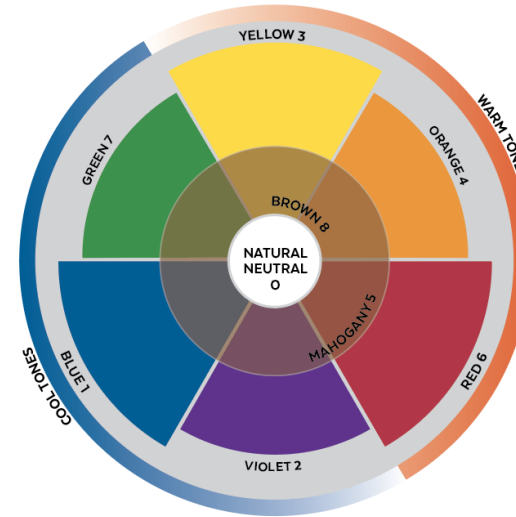
TONES® Demi-Permanent Colour is recommended to refresh previously coloured mid-lengths and ends.

## REMOVAL & POST TREATMENT

Rinse hair thoroughly with tepid water. Apply ColourLock Post-Color Finisher to cleanse and condition hair, close the cuticle and neutralize residual H<sub>2</sub>O<sub>2</sub>. Leave on for two minutes. Rinse.

# COLOUR WHEEL

- Colours close to each other on the wheel enhance tonal direction.
- Colours across the wheel neutralize tonal direction.
- Colours may be warm or cool depending on the proportion of the primary colours present: blue, red and yellow.



## TONAL RANGE

0	NATURAL/NEUTRAL
1	ASH
2	VIOLET
3	GOLD
4	COPPER
5	MAHOGANY
6	RED
7	GREEN
8	BROWN

## LEVEL + TONAL DIRECTION

**7NT 7.0 3**

LEVEL PRIMARY TONE SECONDARY TONE      LEVEL PRIMARY TONE SECONDARY TONE

## NEUTRAL LEVEL + EXPOSED CONTRIBUTING PIGMENT GUIDE

LEVEL	NATURAL LEVEL	EXPOSED CONTRIBUTING PIGMENT
10N	LIGHTEST BLONDE	PALE YELLOW
9N	VERY LIGHT BLONDE	LIGHT YELLOW
8N	LIGHT BLONDE	YELLOW
7N	MEDIUM BLONDE	ORANGE + YELLOW
6N	DARK BLONDE	ORANGE
5N	LIGHT BROWN	RED + ORANGE
4N	MEDIUM BROWN	RED
3N	DARK BROWN	RED
2N	DARKEST BROWN	RED
1N	BLACK	RED

### HEALTHY HAIR

Accepts Warm Tones: red, orange and yellow  
Rejects Cool Tones: blue and violet

### DAMAGED HAIR

Accepts Cool Tones: blue and violet  
Rejects Warm Tones: red, orange and yellow

# *ANDIAMO DEVELOPMENT TIME COMPARISON*

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## **Traditional Colour vs ANDIAMO**

	<b>Developer &amp; Hair Type</b>	<b>Traditional Colour</b>	<b>ANDIAMO</b>
Re-touch Service	10 & 20 Vol Developer non-resistant grey	25 - 30 min	10 min
Re-touch Service	30 & 40 Vol Developer	45 min	10 min
Re-touch Service	Resistant grey hair (all Volumes)	45 min	15 min

Rinse w/ COLOURLOCK Post Color Finisher for 2 min. No shampoo required.

### **Traditional Colour**

4 (1hr 40mins) 25 min Dev. Time

2 (1hr. 00mins) 30 min Dev. Time

2 (1hr. 30mins) 45 min Dev. Time

**Total time processing (4hr. 10mins)**

### **ANDIAMO**

4 (0hr. 40mins) 10 min Dev. Time

2 (0hr. 20mins) 10 min Dev. Time

2 (0hr. 30mins) 15 min Dev. Time

**Total time processing ( 1hr. 30mins)**

**3 hours 20 minutes SAVED in development time alone utilizing ANDIAMO vs traditional permanent colour!**

# *DIMENSIONS* ONE-STEP LIFT & DEPOSIT HIGHLIGHTING COLOUR

---



- Lift & deposit in one step, on natural or colour-treated hair
- Intermixable shades deliver amazing shine, condition and intensity for long-lasting colour results
- Saves time behind the chair
- Compact assortment to minimize investment and to maximize dispensary space
- PPD Free





# DIMENSIONS SWATCH CHART



**MIXING  
LEVEL 3-7**



**1:1**



**MIXING  
LEVEL 8**



**1:1**



NATURAL LEVEL	NATURAL .0	Gold Ash .31	Intense Copper .44	Intense Red .66	Violet Red .26
LEVEL 8	Aloxxi 30 Volume (9%) Creme Developer*				
LEVEL 7	Aloxxi 40 Volume (12%) Creme Developer*				
LEVEL 6	Aloxxi 40 Volume (12%) Creme Developer*				
LEVEL 5	Aloxxi 40 Volume (12%) Creme Developer*				
LEVEL 4			Aloxxi 40 Volume (12%) Creme Developer*		
LEVEL 3			Aloxxi 40 Volume (12%) Creme Developer*		

# BLONDE78

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# BLONDE78 & LIGHTENERS

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- Complete range of LIGHTENERS that covers all your blonding needs
- Ideal for any and all hair types, structures, textures and application methods
- Built-in bond protection means no additives needed and money saved
- Polyglutamic Acid, an ingredient known to provide 4-5 times more hydration than Hyaluronic Acid
- Respects the structure of the hair by strengthening and hydrating during the colour process
- All formulas are sodium chloride free and perfect on or off-scalp application techniques



# BLONDE78

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## WHITE, BLUE, ULTRA



### Blonde78™ White LIGHTENER

- White powder lightener for color correction, warm and natural results.
- Up to 7 levels of lift.

### Blonde78™ Blue LIGHTENER

- Blue powder lightener for cool, platinum and icy results.
- Up to 7 levels of lift.

### Blonde78™ Ultra LIGHTENER

- White powder lightener for dark bases resistant to lift and coarse hair structures.
- Up to 9 levels of lift.



# BLONDE78

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## CHARCOAL LIGHTENER

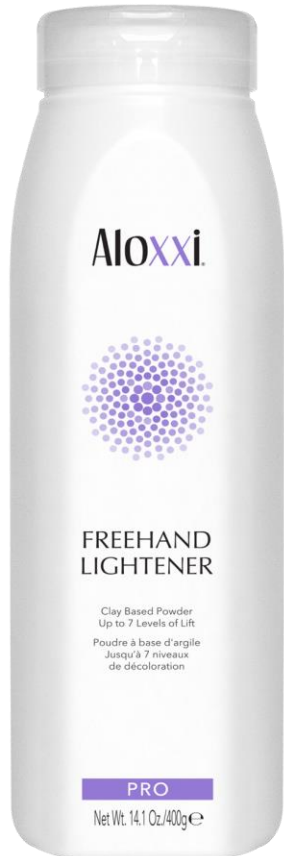


### Blonde78™ Charcoal Cream LIGHTENER

- Cream lightener to lift and tone at the same time.
- Active Charcoal purifies hair & tones unwanted warm tones simultaneously.
- Tones to natural colour when applied to level 5 or darker and tones to ash colour when applied to level 6 or lighter.
- Up to 9 levels of lift.

# *FREEHAND*

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## **FREEHAND LIGHTENER**

- Ideal for any and all hair types, textures and application methods
- Provides perfect controlled lift for up to 7 levels
- Suitable for all open air application techniques
- No bleeding, swelling or transfer
- Sodium Chloride free

# QUICK LIFT



## QUICK LIFT LIGHTENER

- Ideal for any and all hair types, textures and application methods
- Ammonia free LIGHTENER option
- Controlled lift for up to 5 levels
- Capture quick add on services to generate more revenue
- 4 applications per box

# DEVELOPER RECOMMENDATIONS & MIXING

<i>LIGHTENER</i>	FREEHAND LIGHTENER		QUICK LIFT LIGHTENER
LIGHTENER TYPE	Clay based/powder		Ammonia free, cream
LEVELS OF LIFT	Up to 7 levels:	7+ levels:	Up to 5 levels when mixed with 40 Vol. (12%)
USAGE RECOMMENDATIONS	All levels, mainly off-scalp application/techniques (on-scalp if desired)	Maximum increased lift (Off-scalp ONLY): Mix 1pt BLONDE78 Ultra LIGHTENER + 3pts Freehand LIGHTENER	All levels, off-scalp
DEVELOPER RECOMMENDATIONS			
ON-SCALP	7 Vol. (2%), 10 Vol. (3%), 20 Vol. (6%)	Not recommended	Not recommended
OFF-SCALP	7 Vol. (2%), 10 Vol. (3%), 20 Vol. (6%), 30 Vol. (9%), 40 Vol. (12%)	40 Vol. (12%)	10 Vol. (3%), 20 Vol. (6%), 30 Vol. (9%), 40 Vol. (12%)
MIXING RATIO	1:1	1:1	15g Quick Lift LIGHTENING Cream + 1 sachet Quick Lift LIGHTENING Booster Powder + 30g Developer
TIMING	Up to 50 minutes	Up to 50 minutes	15 minutes (with heat) or up to 35 minutes (without heat)



# ULTRA HOT *INTENSE SEMI-PERMANENT FASHION COLOUR*



- 10 Intermixable shades offer endless fashion colour possibilities
- Easy to apply and spread
- Acidic formulation
- Stable blue pigment - ensure cool tones fade on tone
- Compact assortment for minimal investment and maximum salon space
- ULTRA HOT® Clear can be used to create pastel shades or as a shine intensifier on natural or colour treated hair
- ULTRA HOT Black can be used to create smokey lived-in colour results
- FREE of parabens, sulfates and gluten



# ULTRA HOT SWATCH CHART



## APPLICATION & DEVELOPMENT TIME:

COLOUR OBJECTIVE	APPLICATION	DEVELOPMENT TIME
Intense fashionable colour	Pre-lighten hair to pale yellow prior to applying the desired ULTRA HOT shade. Apply the ULTRA HOT shade directly onto damp hair.	10 to 20 minutes depending on the intensity of the desired colour result.
Pastel colours	Pre-lighten hair to pale yellow prior to applying the desired ULTRA HOT shade. Mix the desired ULTRA HOT colour with ULTRA HOT Clear. Apply the ULTRA HOT mix directly onto damp hair.	10 to 20 minutes. Check colour results every 10 minutes until desired intensity is achieved.
Shine intensifier on natural or colour treated hair	Apply ULTRA HOT directly onto damp hair.	10 to 40 minutes. Check results every 10 minutes until desired shine is achieved.



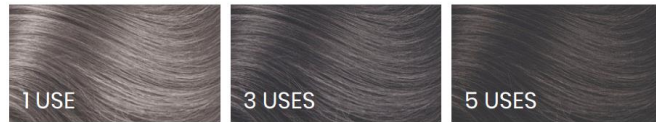
# *INSTABOOST* Conditioning Color Shampoo and Masques

- Conditions, strengthens, adds colour and shine instantly (3-5 minutes)
- Cumulative results make colour more intense with each use
- Masks can be used as a replacement to conditioner after shampooing
- Results may last 10-15 washes
- Generate more revenue in salon as an express colour service and as a retail product for clients
- ColourCare Complex, a proprietary blend of 10 antioxidant extracts, protects hair color from fading by helping to block damaging UV rays
- 10 Free: No sulfates, parabens, gluten, sodium chloride, ethanolamines, phthalates, talc, microbeads, aluminum compounds or formaldehyde
- PPD Free

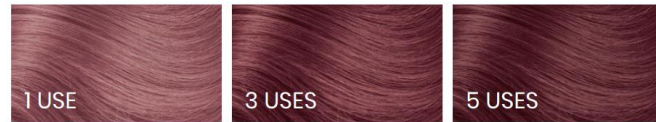


# INSTABOOST SWATCH CHART

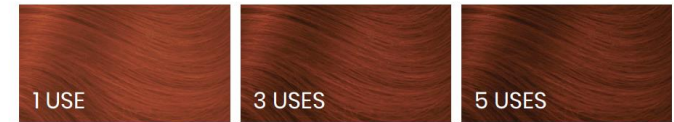
## CUMULATIVE RESULTS GRID On pre-lightened hair



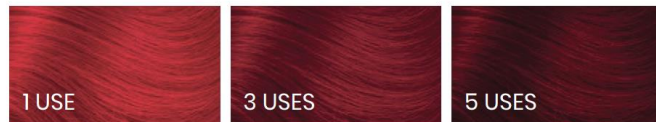
**SILVER** (SILVER FOX)



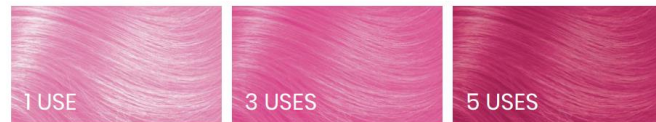
**ROSE GOLD** (GOOD AS ROSE GOLD)



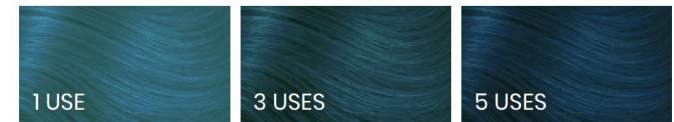
**COPPER** (COPPER CABANA)



**RED** (FIREBALL RED)



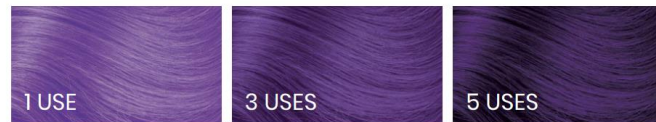
**PINK** (PINK, PLEASE)



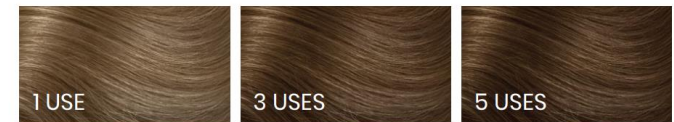
**TEAL** (AQUAMARINE DREAM)



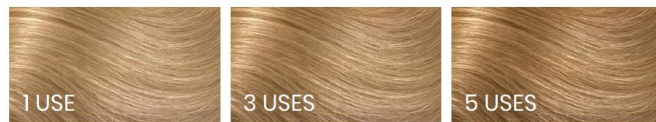
**BLUE** (TRUE BLUE)



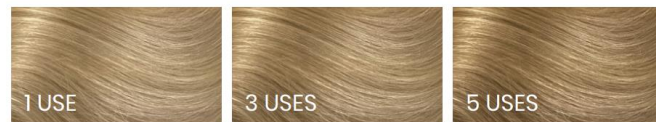
**PURPLE** (PURPLE REIGN)



**HAZELNUT** (HAZEL-NUTS FOR YOU)



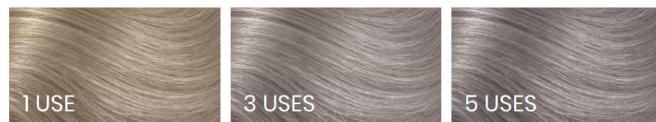
**GOLD SHAMPOO** (GOLDEN HEIRESS)



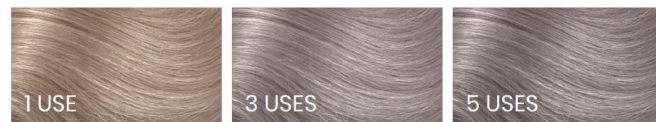
**GOLD** (GOLDEN HEIRESS)



**CLEAR** (GLOSS BOSS)



**PLATINUM** (STRICTLY PLATINUM)



**ULTRA PLATINUM** (ULTIMATE PLATINUM)

Delivers  
high-shine

Conditions  
without altering  
colour

Intermixable with  
other shades to  
soften intensity



# PROFESSIONAL SUPPORT

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**BARRIER CREME**



**BOTANIC OIL**



**COLOURPRIME &  
COLOURLOCK**



**RRx**

# PREPARATION

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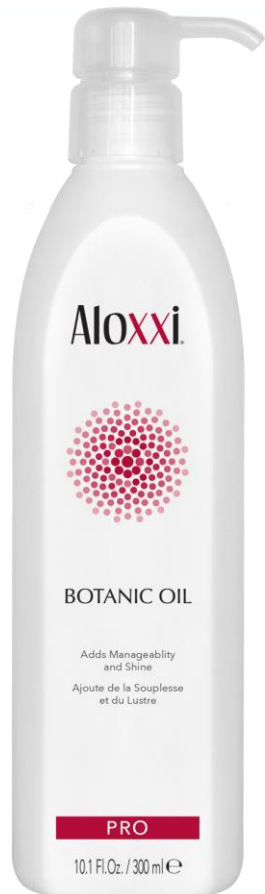


## BARRIER CREME

- Rich moisturizing cream
- Protects from staining and skin irritation
- Apply before colour services
- Easily wipes off the skin after colouring

# PREPARATION

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## BOTANIC OIL

- Formulated with a high grade of Sunflower Oil, which is widely known as a natural source of colour protection.
- Olive, Grape Seed, Coconut & Sesame Oils aid in conditioning, while providing body and shine.
- Avocado & Almond Oils were added for a great source of strengthening.
- Vitamin E adds manageability and shine to your hair.

# PRE & POST COLOUR TREATMENTS

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## COLOURPRIME

### Pre-Color Treatment

- Cleanses
- Scalp protector
- Porosity equalizer

## COLOURLOCK

### Post-Color Treatment

- Chemical anti-oxidant
- Conditions
- Closes the cuticle

**Clinically proven = 2.5X more even color absorption + 2.5X more color longevity**



# RRX TREATMENT 2-STEP PROFESSIONAL SYSTEM

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## REPAIR & REPLENISH DAMAGED HAIR

with Advanced Recovery Technology™  
& Patented Conditioning Agent

Key Benefits:

### STEP 1: REPARATIVE SERUM

- Restores hair strength
- Protects against future damage & breakage

### STEP 2: REPLENISHING CREAM

- Revitalizes elasticity
- Nourishes dry, brittle, damaged hair
- Smooths hair surface

*New!*

# *Essentials* are on the Mane Agenda...

Designed to meet essential hair needs, no matter the day of the week or need of the day, Aloxxi's NEW E7 Collection features essential products that empower you to create a hair care and style routine that works for you! Whether used on their own or in a routine curated to your needs, E7 products deliver smooth, shiny, healthy, frizz-free, colour-protected hair.





# E7

*New!*

For all 7 days of  
the week, we've  
got your  
essential Style  
and Care!

- E7 Anti-Frizz Shampoo & Conditioner
- E7 Anti-Frizz Leave-In Conditioning Cream
- E7 Smoothing Serum
- E7 Anti-Frizz Shine Mist
- NEW E7 Anti-Frizz Curl Styler
- NEW E7 Anti-Frizz Hair Mask



# *E7 Key Ingredients*

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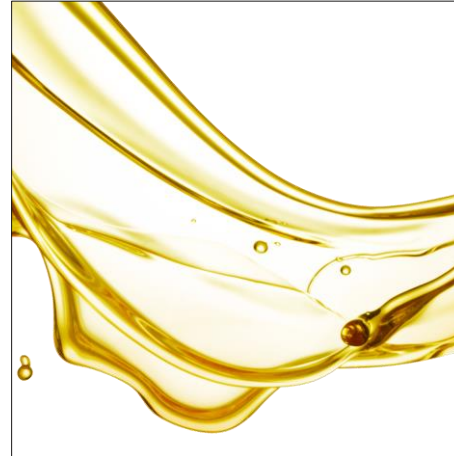
## **Cupuaçu Butter**

Nourishes hair and scalp while sealing in moisture and fortifying hair from the inside.



## **Buriti Fruit Extract**

Moisturizes, strengthens and smoothes while reducing frizz.



## **Nurturing Oils**

A medley of seven botanic oils including Olive, Grape, Sunflower, Geranium, Clary Sage, Jojoba and Walnut moisturize, help to restore elasticity, strengthen and add shine.



## **Protective Antioxidants**

Protects from harmful UVA/UVB rays and helps to keep hair looking young and vibrant.



# ALOXXI CARE

---

It's time to CARE for all of your colour-treated hair with **Allure**, **Oprah** and **Shape** Award Winners!

Offering superior care and colour protection, the Aloxxi CARE portfolio features collections to address specific hair goals! Industry tested, clinically proven, and never tested on animals, our proprietary formulations deliver healthier, shinier and stronger results for all hair types.

All Aloxxi CARE Collections are 10 FREE, meaning you won't find any sulfates, parabens, gluten, sodium chloride, ethanolamines, phthalates, talc, microbeads, aluminum compounds and formaldehyde.

Colour protection is key, and Aloxxi's proprietary complex is infused with 10 nutrient rich antioxidants—Pomegranate, White Pine Bark, Grape Seed, Green Tea Leaf, Ginseng, Algae, Bearberry, Chamomile, Licorice Root and Coneflower Extracts—plus botanicals and oils for maximum protection and nourishment of your hair.

- Superior care and colour protection
- Industry tested, clinically proven, proprietary formulas
- Never tested on animals

**Hydrating**  
**Volumizing**  
**Repair**  
**Bombshell**





# ALOXI CARE

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## MADE WITH:



Grape Seed  
Green Tea Leaf  
Licorice Root  
Pomegranate  
White Pine Bark

Algae  
Bearberry  
Chamomile  
Coneflower Extracts  
Ginseng



## MADE WITHOUT:

Sulfates  
Parabens  
Gluten  
Sodium Chloride  
Ethanolamines

Phthalates  
Talc  
Microbeads  
Aluminum Compounds  
Formaldehyde



# ALOXXI STYLE

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## Style that's of your own creation!

Aloxxi STYLE Collections are created to meet all your styling needs with protection and care! Products are designed to be cocktailed and layered for unique formulas that are custom to the look you want to create.

- Products feature ColourCare Complex, are 10 FREE, and are never, ever tested on animals. Industry tested and clinically proven, our proprietary formulations deliver healthier, shinier and stronger results for all hair types.
- Designed to be cocktailed and layered for unique formulas that are custom to the look you want to create.
- **Allure, Oprah** and **Shape** Award Winners!

### Prep • Define • Finish

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#### MADE WITHOUT:

Sulfates

Parabens

Gluten

Sodium Chloride

Ethanolamines

Phthalates

Talc

Microbeads

Aluminum Compounds

Formaldehyde





A group of five women are shown from the chest up, blowing confetti from their hands. They are dressed in festive, party-appropriate attire. The woman on the far left has long brown hair and is wearing a gold sequined dress. The woman next to her has short blonde hair and is wearing a black dress. The woman in the center has short dark hair with colorful highlights and is wearing a black dress with gold sequins. The woman to her right has long blonde hair and is wearing a silver sequined dress. The woman on the far right has long brown hair and is wearing a black sequined dress. The background is a plain, light-colored wall, and the air is filled with falling confetti in various colors, including silver, gold, and black. The overall mood is celebratory and joyful.

AIOXI<sup>®</sup>

*THANK YOU*