



BY ALOXXI®

Featuring Skin-Care Grade Ingredients  
& Surface Intelligence Technology  
delivering vibrant, long-lasting colour with superior grey coverage  
for stronger, healthier hair, and beautiful shine!

# COLOUR

THE NEW GEL CREAM PERMANENT

## Luminexx™

SCAN TO SEE FORMULATIONS!



# 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.

**Sugar Beet Extract**

- Nourishing treat for smooth, hydrated, shiny hair

**Chicory Root Prebiotic**

- Rebalance the microbiome of the skin and provide scalp protection

**Lutein**

- Helps protect from blue light and UV sunlight

**Sacha Inchi Seed Oil**

- Condition while relieving irritated or scaly scalps

**Surface Intelligence Technology**

- Encapsulated pigments
- Precision application
- Faster rinse
- helps prevent staining

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.

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LTLCCHT24





|    | 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<br>10.0 |                   |              | 10AA<br>10.11 |              | 10VA<br>10.21 |                |             |           |             |           |              |               |
| 9  |             |                   | 9NG<br>9.03  | 9AA<br>9.11   |              | 9VA<br>9.21   |                | 9GV<br>9.32 | 9G<br>9.3 | 9GC<br>9.34 |           |              |               |
| 8  | 8N<br>8.0   | 8NABr<br>8.018    | 8NG<br>8.03  | 8AA<br>8.11   |              |               |                | 8GV<br>8.32 | 8G<br>8.3 |             | 8C<br>8.4 |              |               |
| 7  | 7N<br>7.0   | 7NABr<br>7.018    | 7NG<br>7.03  | 7AA<br>7.11   |              | 7VA<br>7.21   |                | 7GV<br>7.32 | 7G<br>7.3 |             |           |              | 7RRC<br>7.664 |
| 6  | 6N<br>6.0   | 6NABr<br>6.018    | 6NG<br>6.03  | 6AA<br>6.11   |              |               |                | 6GV<br>6.32 | 6G<br>6.3 |             | 6C<br>6.4 |              | 6RR<br>6.66   |
| 5  | 5N<br>5.0   | 5NABr<br>5.018    | 5NG<br>5.03  |               | 5AMt<br>5.17 |               | 5VV<br>5.22    | 5GV<br>5.32 | 5G<br>5.3 |             |           | 5RM<br>5.65  | 5RR<br>5.66   |
| 4  | 4N<br>4.0   |                   |              |               | 4AMt<br>4.17 |               | 4VV<br>4.22    |             |           |             |           | 4RM<br>4.65  |               |
| 3  | 3N<br>3.0   |                   |              |               | 3AMt<br>3.17 |               |                |             |           |             |           |              |               |
| 2  |             |                   |              |               |              |               |                |             |           |             |           |              |               |
| 1  | 1N<br>1.0   |                   |              |               |              |               |                |             |           |             |           |              |               |



**Luminexx.** Aloxxi's NEW gel cream permanent colour line, marries the most advanced smart technology with globally inspired creativity delivering long-lasting colour and healthy hair with beautiful shine. A PPD and Resorcinol Free option, Luminexx features skincare-grade ingredients to help protect the scalp, prevent staining and create the optimal environment for hair colour to shine.

### MIXING

LEVELS 1-10:

**1:2**

COLOUR to DEVELOPER

### COLOUR FAMILIES

NATURAL

COOL / CONTROL

FASHION

### 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      |

### DEVELOPMENT TIME

| 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 |

### 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                |

### CUSTOMIZABLE GREY COVERAGE

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

1 pt selected Natural (N, NG, NABr) + 2pt Target Colour

#### 50% - 100% Grey / White:

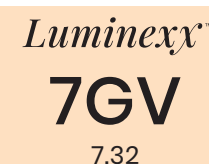
1 pt selected Natural (N, NG or NABr) + 1pt Target Colour

### NUMBER IDENTIFICATION

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

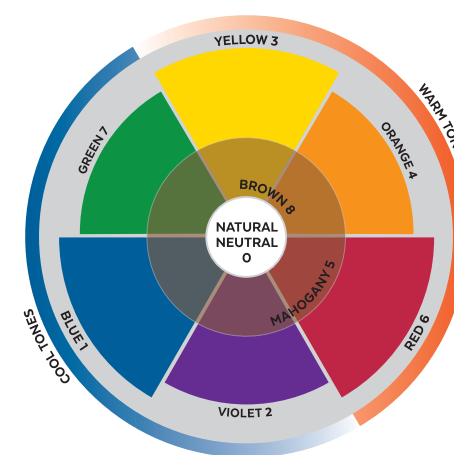
#### 7GV

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



### 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.



### NATURAL LEVEL & EXPOSED CONTRIBUTING PIGMENT GUIDE

| LEVEL | NATURAL LEVEL     | EXPOSED CONTRIBUTING PIGMENT | CORRECTIVE    |
|-------|-------------------|------------------------------|---------------|
| 10N   | LIGHTEST BLONDE   | PALEYELLOW                   | 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         |

**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.