



# HAIR SPA TREATMENTS

SALON EXCELLENCE

**COLOURING**



**Permanent Oxidising Colouring**  
QuiNio Complex and Coconut Oil

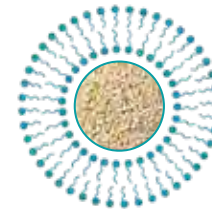


**R A**  
**D Y**  
**C V**



**100 ml - 111 Colours  
MIXING 1:1**

*Radyca welfare mix:*



## QuiNio Complex

**THE PERFECT MATCH BETWEEN QUINOA AND NIOSOME**



### QUINOA

Super food with scientifically proven evidences. A natural shield that protects and nourishes hair follicles from the inside. Skin nourishment and moisture to keep it safe.



### NIOSOME

Innovative system based on plants. It protects hair during the colouring and enhances the effectiveness of the active components by gradually releasing them inside the hair.



**100 ml - 111 Colours  
MIXING 1:1**

## *Technology in the service of nutraceutics*



### **COCONUT OIL**

Derived from the fruits of the homonymous plant, it contains almost 50% of Lauric Acid, a saturated fat acid. Anti-inflammatory, moisturising and soothing.



### **ISOPENTYLDIOL**

Multifunctional moisturising substance. It is soothing and nourishing to provide a great revitalising action to the hair undergoing a colouring service.



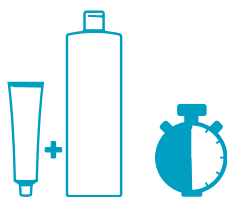
### **DYNAMIC STABILITY PROOF**

The particular chemical-physical composition of the colouring allows the intermediate pigments to stabilise and distribute in the hair according to a geometrical fixed order. Uniform, harmonious, homogeneous colour.

# RADYCA

## CLASSIC PERMANENT OXIDISING COLOUR WITHOUT SILICONES AND WITHOUT PARAPHENYLENEDIAMINE

- COLOUR AND RESTORE IN A SINGLE SERVICE
- SHINY LONG LASTING COLOURS
- LIGHTENING: UP TO 4 TONES
- WHITE HAIR COVERAGE: 100%



**STANDARD SERIES**  
MIXING RATIO **1:1**  
**EXPOSURE TIME:** 25/35 MINUTES



**SUPER LIGHTENING SERIES**  
MIXING RATIO **1:2**  
**EXPOSURE TIME:** 45 MINUTES



## NATURAL

*Natural, intense and shiny highlights. This colour family is perfect to cover white hair, but it is also to mix with all the other colour series to create multiple highlights and shades.*



## ASH

*Cold and balanced highlight tone. A colour family ideal to tone very warm tones or gold highlights down. To be mixed with the Natural series for a great white hair coverage.*

.1



## INTENSE NATURAL

*Intense highlights and saturated tones. Ideal in the presence of a high percentage of white hair or hair difficult to colour. Mixed with all the other colours, they enhance the highlights effects.*

.0



## GOLDEN COPPER

*Shiny highlights by warm tones. Great white hair coverage. Mixed with other colours they ensure gold, gold copper and copper highlights; mixed with the natural series they warm the tones.*

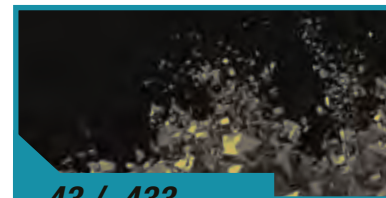
.34 / .334 / .36



## COLD NATURAL

*Cold and intense highlights. The chromatic balance of these shades makes them ideal to be mixed with many other highlights by adding intensity.*

.01



## GOLD COPPER

*Deep and warm highlights. Colour family ideal to create warm highlights where orange-yellow highlight predominates. Good white hair coverage, perfect when mixed with the Natural series.*

.43 / .433



**.3**

## GOLD

*Warm and gold highlights. Colour family that gives shiny results when used alone, but very performing when mixed with the Natural series to improve white hair coverage and warm the tones.*



**.4 / .44**

## COPPER

*Vibrant highlights by warm tones. A wide colour family that includes different heights of tone, from copper brown to very light platinum copper blonde. Mixed with the Natural series it warms and enhances the tones.*



**.71**

## COLD BROWN

*Strong and cold highlights. A colour family that enhances the light blonde, dark blonde and brown cold tones. Great white hair coverage, mixed with the Natural series to improve the result on light bases.*



**.39 / .93**

## WARM BEIGE

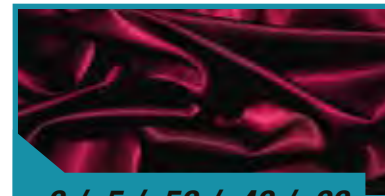
*Balanced and shiny highlights. A colour family characterised by warm blonde tones that present a unique beige grain. Great to pre-pigment or tone light bases.*



**.77**

## INTENSE BROWN

*Intense and deep highlights. A colour family that enhances the light brown and blonde tones in their most natural highlights. Perfect to cover white hair and mixed with other colours to balance warm brown highlights.*

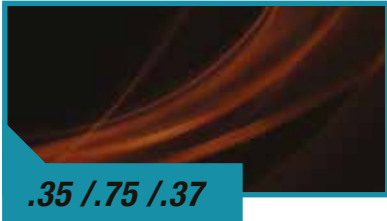


**.6 / .5 / .56 / .46 / .66**

## MAHOGANY RED

*Strong and vibrant mahogany tones. The tones can be more intense in the presence of a high percentage of white hair. Hence, they can be used with Natural series, by ensuring the white hair coverage.*





## WARM BROWN

*Gentle highlights by warm tones. A colour family that includes colours by balanced tones. Great use when mixed with all the other colour series to balance the highlighted tones or cover white hair.*

**.35 / .75 / .37**



## IRISÉ

*Violet and shiny highlights. A colour family by various tones, from the Brown Irisé to the Very Light Platinum Ash Pinky Blonde. Mixed with the Natural series to tone down violet highlights.*

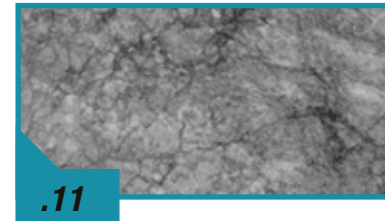
**.2 / .22 / .16 / .72**



## COLD BEIGE

*Cold and gold highlights. A colour family ideal for toning services on bleached and faded hair. They can be used alone or in combination to tone down orange-red highlights.*

**.23 / .13**



## GREY

*Cold and shiny highlights. A colour family characterised by the grey tones. They can be used alone. Ideal to tone highlights and bleach and tone down white hair yellow highlights.*

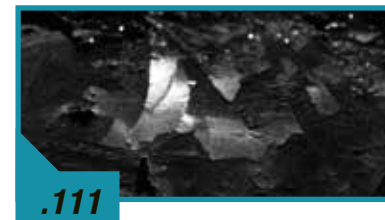
**.11**



## BROWN

*Warm and natural highlights. A family that is perfect to cover white hair and great when mixed with other colours to deepen and balance highlight shades.*

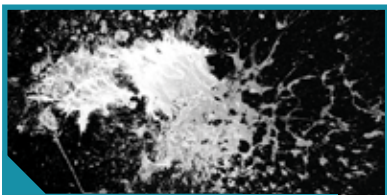
**.7**



## INTENSE GREY

*Cold and intense highlights. Colour family designed to turn off the unwished warm highlights with the height levels. They have a good white hair covering, in order to have a 100% covering it is necessary to mix them with the Natural or Deep Natural Colour Family.*

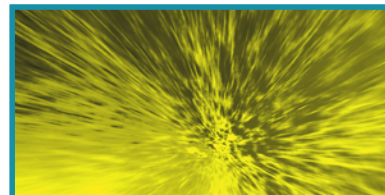
**.111**



**.00-.1-.3-.16-.2-.89**

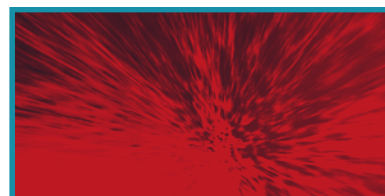
## **SUPER LIGHTENING**

*Balanced highlights. A colour family that allows lightening up to 4 /5 tones. Chosen and carefully designed colours to perform on all the bases and at the same time soften the unwished highlight. Attention: for a correct lightening it is advisable to apply on a base darker than the light brown.*



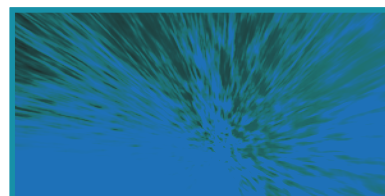
## **BOOSTER CORRECTOR YELLOW**

*Yellow highlight*



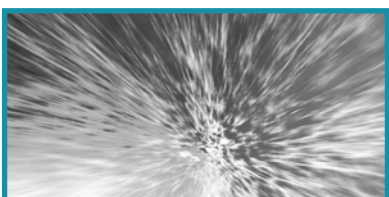
## **BOOSTER CORRECTOR RED**

*Red highlight*



## **BOOSTER CORRECTOR BLUE**

*Blue highlight*



## **BOOSTERS CORRECTORS**

*Colour family to enhance or soften every chromatic highlight. Three primary colours: gold (yellow), red and blue. Mixed among them they create countless chromatic shades.*

## REFERENCE FRAME TO USE BOOSTERS / CORRECTORS

To vary the percentage of boosters/correctors according to the height of tone: this frame is a reference both to enhance and to neutralise.

**HEIGHT OF TONE FROM 1 TO 2**

Up to 50% of booster mixed with the targeted colour

**HEIGHT OF TONE FROM 2 TO 4**

Up to 30% of booster mixed with the targeted colour

**HEIGHT OF TONE FROM 5 TO 7**

Up to 15% of booster mixed with the targeted colour





















































**HEIGHT OF TONE FROM 7 TO 9**























Up to 10% of booster mixed with the targeted colour


























**HEIGHT OF TONE FROM 9 TO 10**

Up to 5% of booster mixed with the targeted colour







# RADYCV

HEIGHT OF TONE	NATURAL BASE	DEEP NAT. BASE	COLD NATURAL	ASH	GOLD	GOLD COPPER	GOLD COPPER	GOLDEN COPPER	COPPER
1	1 			1.1 					
2									
3	3 								
4	4 			4.1 	4.3 				4.4 
5	5 	5.0 	5.01 	5.1 	5.3 	5.34 		5.43 	5.4 
6	6 	6.0 	6.01 	6.1 	6.3 	6.34 		6.43 	6.4 
7	7 	7.0 	7.01 	7.1 	7.3 	7.34 		7.43 	7.4 
8	8 	8.0 	8.01 	8.1 	8.3 	8.34 	8.334  8.36 	8.43 	8.44 
9	9 	9.0 	9.01 	9.1 	9.3 		9.36 	9.433 	
10	10 			10.1 	10.3 				10.4 


HEIGHT OF TONE	BROWN	COLD BROWN	INTENSE BROWN	WARM BROWN	COLD BEIGE	WARM BEIGE
1						
2						
3				3.75 		
4	4.7 	4.71 				
5	5.7		5.77 	5.35  5.75 		
6	6.7	6.71 		6.37 		
7	7.7 		7.77 	7.35  7.37 	7.23 	
8	8.7 	8.71 			8.13 	8.39 
9	9.7 				9.23 	9.39  9.93 
10					10.13 	

HEIGHT OF TONE	RED MAHOAGANY	RED MAHOAGANY	IRISÉ	GREY	INTENSE GREY
1					
2					
3					
4		4.5 	4.2 		
5	5.6  5.46 	5.5  55.66 	5.2 		
6	6.6  6.46 	6.5  6.56 	66.22 		6.111 
7	7.6 	77.66 		7.11 	7.111 
8	8.6 			8.11 	8.111 
9			9.72 		9.111 
10			10.2  10.12  10.16 		

## SUPER LIGHTENERS

-  12.00
-  12.1
-  12.2
-  12.3
-  12.16
-  12.89

## BOOSTERS

-  033
- 066
- 088



**Permanent Ammonia Free Colouring**  
*Without Resorcinol, without Paraphenyldiamine and without Parabens*

Hyaluronic Acid & Argan Oil



FREE

*Gentle formulation that ensures an excellent result by respecting hair health*



**100 ml - 61 colours  
MIXING 1:1**



**HYALURONIC ACID**

It generally restores hair. It moisturises the hair fiber and strengthens the intracellular bonding.



**ARGAN OIL**

Moisturising and antioxidant. It provides the hair with softness and brightness, it deeply nourishes and protects.

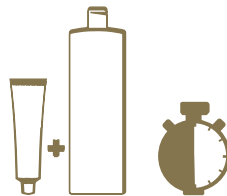




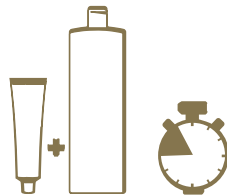


**PERMANENT OXIDISING COLOURING.  
WITHOUT AMMONIA, WITHOUT RESORCINOL,  
WITHOUT PARAPHENYLENEDIAMINE AND WITHOUT PARABENS.**

- GENTLE, ANTIOXIDANT AND COLOUR PROTECTIVE COLOURING
- LONG LASTING COLOUR BY INTENSE AND NATURAL HIGHLIGHTS
- LIGHTENING UP TO 4 TONES
- WHITE HAIR COVERAGE: 100%



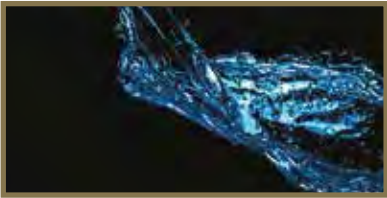
**STANDARD SERIES**  
MIXING RATIO 1 : 1  
**EXPOSURE TIME:** 30/35 MINUTES



**SUPER LIGHTENING SERIES**  
MIXING RATIO 1 : 2  
**EXPOSURE TIME:** 45/55 MINUTES



FREE



### NATURAL

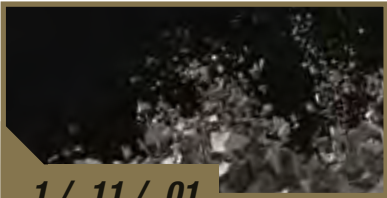
*Intense and shiny highlights. A colour family characterised by a warm dominant, for a colour that is surprisingly compact. Essential to cover high percentages of white hair.*



### IRISÉ

*Violet and vibrant highlights. A colour family by a cold chromatic trend and a high covering performance. Mixed with other colours they result in shimmering tones.*

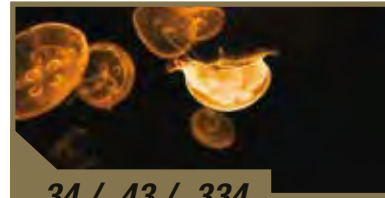
.1 / .2 / .22 / .12



### ASH

*Cold and balanced highlights. A colour family characterised by a degree of white hair coverage that amounts to 60%. For a full covering effect, it is advisable to mix them with the Natural series.*

.1 / .11 / .01



### HONEY

*Warm, copper-gold highlights. A colour family ideal to enhance the highlights brightness and to customise the colour in combination with other colours. In order to maximise white hair coverage, it is advisable to mix it with the Natural series.*

.34 / .43 / .334



### GOLD

*Warm and shiny highlights. A colour family suggested to re-pigment faded colours and to perform on extremely porous hair structures. Great white hair coverage when used both alone and with other colours.*

.3



### BLONDE PLUS

*Cold and neutral highlights. A colour family by a high lightening power, up to 4 tones. They ensure the white hair coverage up to 60%. They are particularly ideal to soften warm tones.*

.1 / .8 / .00

FREE



.7 / .31

### LIGHT BLONDE

*Shiny and deep highlights. A colour family by a high lightening power, ideal for natural height of tone 6 and 7. They maximise their performance in the toning services on bleached and light blonde hair.*



.35 / .45 / .7 / .77 / .74

### WARM BROWN

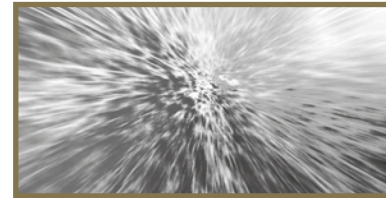
*Warm and intense highlights. A wide colour family characterised by a light tendency to the mahogany. Ideal to cover white hair, mixed with all the other colour series to balance highlight tones.*



.4 / .44

### COPPER

*Warm and copper highlights. A colour family perfect to create shades, enhance and customise highlights. In order to neutralise the highlight on high percentages of white hair, it is advisable to mix them with the Gold series.*



### BOOSTERS

*Strong and shiny highlights. A colour family to be used in combination with other colours, such as boosters or correctors, they follow the suggested use for the chosen colour (1:1). In order to obtain intense colours, use them alone: mix with oxidising emulsion 10 or 20 vol. with a mixing ratio 1 : 1. For a brighter colour 1:2.*



.56 / .66 / .64 / .65 / .5

### RED MAHOGANY

*Shiny and lively highlights. A colour family by cold tones, chromatically placed among red and irisé. If used alone, they have a high covering power, by ensuring lively and intense tones.*





HEIGHT OF TONE	NATURAL	ASH	IRISÉ	GOLD	HONEY	BLONDE PLUS
1	1		1.1			
2						
3	3					
4	4	4.1	4.2	4.3		
5	5	5.1	5.2	5.3		
6	6	6.1 6.11	6.22	6.3	6.34	
7	7	7.1		7.3		
8	8	8.1 8.11		8.3	8.34 8.43	
9	9	9.1		8.3	9.334	
10	10	10.01	10.12			
12						12.1 12.8 12.00



FREE

HEIGHT OF TONE	LIGHT BLONDE	WARM BROWN	COPPER	RED MAHOGANY
1				
2				
3				
4		4.45 4.77 4.35		4.56
5		5.7 6.45	5.4	5.66 5.5
6		6.77 6.35		6.64 6.5
7		7.7 7.74	7.4 7.44	7.65 7.66
8	8.31			
9	9.7			
10	10.7 10.31			
12				

**BOOSTERS**

-  0.66
-  0.88





**Ultra-fast Permanent Colouring**

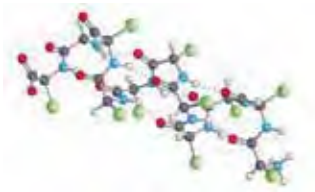
Argan Oil & Keratin





**100 ml - 43 Colours  
MIXING 1:1**

*Hi-tech formulation with a double complex of pure pigments to reduce by 1/3 the exposure time.*



#### **KERATIN**

Natural restorative hair component. It nourishes and protects the hair cuticle, it strengthens the intracellular bonding.



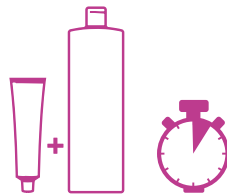
#### **ARGAN OIL**

Moisturising and antioxidant. It provides hair with softness and great brightness.

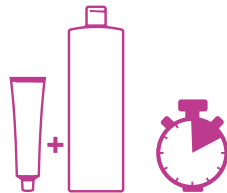
# 10 MINUTI

## ULTRA-FAST PERMANENT COLOURING BY FULL COVERAGE

- IT COLOURS AND LIGHTENS IN ONLY 10 MINUTES
- PERFECT AND BALANCED COLOUR, FULL RESPECT FOR THE HAIR
- LIGHTENING UP TO 4 TONES
- WHITE HAIR COVERAGE: 100%



**STANDARD COLOURS**  
MIXING RATIO 1 : 1  
**EXPOSURE TIME:** 10 MINUTES



**SERIE SUPER SCHIARENTI**  
MIXING RATIO 1 : 2  
**EXPOSURE TIME:** 15 MINUTES





### NATURAL

Colour family by warm or cold tones for every height of tone and a flawless white hair coverage.



### IRISÉ

Colour family by an intense Violet highlight. Ideal ally for a bright and natural result.

.2 / .22



### ASH

Colour family by cold tones that makes possible the creation of multiple shades, by a colder highlight with blue up to soft ash highlights. Ideal to soften gold highlights.

.1 / .11 / .12



### RED

Colour family by a timeless elegance for an absolute evergreen colour. Intense and radiant highlights to value and enrich every colour.

.5 / .6 / .26



### GOLD

Colour family by warm tones, essential to give a Mediterranean touch to the other colours. They make easier white hair coverage.

.3 / .334



### WARM BEIGE

Colour family ideal to tone lightening or soften yellow highlights. Bivalent colour thanks to the synergic presence of both warm and cold tones.

.31



.23

### COLD BEIGE

*Colour family with a dominant violet highlight and a secondary gold highlight, it ensures a cold or warm blonde effect at the same time: no foreclosure to the hairdresser's fantasy.*



.75 / .77 / .7

### WARM BROWN

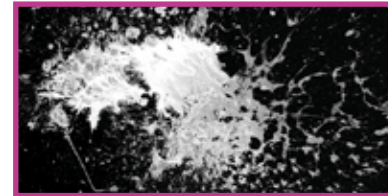
*Colour family by natural, warm and mediterranean colours that can make special and unique any other colour. They softly cover white hair and provide bright and visible highlights.*



.4 / .44

### COPPER

*Colour family ideal to highlight and enhance details. Original and exclusive colours ideal to bring out natural colour, by recreating highlights by an enviable brightness.*



### SUPER LIGHTENING

*Colour family ideal to lighten more than 3 tones. The greatest lightening power with the greatest neutralising one.*



.71

### COLD BROWN

*Colour family by colours that are great to customise. Useful to characterise natural, gold, copper, red, beige or ash colours. Ideal for the application on natural or coloured hair to provide highlights and unique brightness.*

HEIGHT OF TONE	NATURAL	ASH	GOLD	COPPER	RED	WARM BEIGE
1	1	1.1				
2						
3	3					
4	4					
5	5	5.1	5.3	5.4	5.5 5.6	
6	6	6.1	6.3	6.4		
7	7	7.1	7.3	7.44	7.6	
8	8	8.1 8.11	8.3			8.31
9	9		9.3 9.334		9.26	
10	10	10.12				10.31
12						

HEIGHT OF TONE	COLD BEIGE	WARM BROWN	COLD BROWN	IRISÉ	SUPER LIGHTENING
1					
2					
3		3.75			
4		4.77		4.2	
5		5.7			
6		6.7		6.22	
7	7.23		7.71		
8					
9	9.23				900 903
10					
12					12.01



## Demi-permanent Colouring Without Ammonia

Avocado Oil & Red Wine Extract



# Gelee

*It highlights, colours, tones, enhances.  
A single product for multiple results.*



**60 ml - 37 Colours**



**AVOCADO OIL**

A concentrate of vitamin A, D, E. It provides hair with an antioxidant and nourishing effect.



**RED WINE**

Rich in Flavonoids, it restores the hair stem and provides light to the colour.

## DEMI-PERMANENT COLOURING, AMMONIA FREE

“Dynamic” oil/gel formulation, ideal both for a gentle covering colouring (1:1) and for colouring techniques tone on tone (1:2). Two gentle colouring services in a single product.

- HIGHLIGHT INTENSITY AND BRIGHTNESS
- NATURAL EFFECT ON THE REGROWTH
- LIGHTENING UP TO 3 TONES
- WHITE HAIR COVERAGE: 80%

### COLOURING SERVICE 1:1

\*To use for COVERING services (if mixed with Oxidising Emulsions between 20 vol. and 40 vol.)

**EXPOSURE TIME:** 30-40 minutes

### tone on tone SERVICE 1:2

\*To use for TONING services (if mixed with Oxidising Emulsion 5 vol. or 10 vol.) in order not to lighten the base.

**EXPOSURE TIME:** up to 20 minutes



Gelee

Gelee

## TECHNIQUES FOR USE

### COLOR REFRESH

To revive lengths colour after/during the root retouching.

### COLOR/BLEACHING CORRECTION

To correct or improve colours and unwished highlights after colouring or bleaching.

### COLOR SHINE

To provide greater brightness, enhance and value the hair colour by respecting the colour base.

### BASE BREAKER

To uniform root colour in case of highlights or bleaching on the lengths

Gelee

K  
time





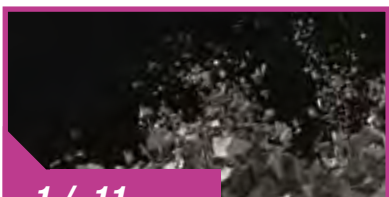
## NATURAL

*Colour family ideal to cover white hair with a natural slightly warm effect in the light colouring. They also are known as fundamental colours for their ability to help all the other colours to enhance white hair coverage without losing their original highlighting.*



## GOLD

*Colour family ideal to enhance gold highlights. This series, for its chromatic content, performs a good white hair coverage also when used alone. If a more covering effect is requested, mix it with the natural series.*



## ASH

*Colour family ideal to greatly soften the red highlights that usually highlight when natural dark bases are coloured. For a great white hair coverage, it is advisable to use it in combination with the natural series.*



## IRISÉ

*Colour family able to provide deep highlights in tones with violet highlights on a blue base. In case of a high percentage of white hair, the chromatic effect could be more intense, it is advisable to mix it with the natural series to reduce the highlight intensity, whereas it can be mixed with red-mahogany colours for trendy highlights.*

.1 / .11

.2 / .12



**.5 / .6 / .66**

## RED MAHOGANY

*Colour family with a great white hair coverage that requires a little quantity of natural colour for a great coverage and includes warm but not lively highlights, stylish in the colour result but not intense. .66 is ideal to colour strong highlights for those who wish natural colouring by vivid highlights.*



**.4 / .44 / .34**

## COPPER

*Colour family by an orange character, copper vivid colour that can be enhanced in combination with the more intense copper colour 7.44. Mixed with gold or brown colours, these highlights allow to create endless shades and a wide customisation of the colour range.*



**.13 / .32**

## BEIGE

*Colour family by brown beige highlights, to realise brown and more neutral tones, a good white hair coverage. 10.32 is a special colour appositely designed to provide tone to light blonde hair or highlighted or bleached hair.*



**.75 / .7**

## WARM BROWN

*Colour family with highlights to realise more neutral brown tones, a good white hair coverage. Warm tones, brown on brown/mahogany (.75) colour with a good covering effect to give more chances to get gentle and natural results. They are balanced tones also on porous and treated hair. More deep and intense highlights with a deep brown effect.*

**STANDARD MIXING COLOURING (1:1)**

Oxidising Emulsion	Exposure time	Result
With Oxidising Emulsion 10 VOLUMES	UP TO 30 MINUTES 35/40 with thick/porous hair	To darken and highlight
With Oxidising Emulsion 20 VOLUMES	UP TO 30 MINUTES 35/40 with thick/porous hair	To cover white hair and lighten softly
With Oxidising Emulsion 25 VOLUMES	UP TO 30 MINUTES 35/40 with thick/porous hair	To cover white hair and lighten softly up to 1/2 tones
With Oxidising Emulsion 30 VOLUMES	UP TO 30 MINUTES 35/40 with thick/porous hair	For lightening, intense highlights and white hair coverage
With Oxidising Emulsion 35 VOLUMES	UP TO 30 MINUTES 35/40 with thick/porous hair	For lightening up to 3 tones and half, intense highlights and white hair coverage
With Oxidising Emulsion 40 VOLUMES	UP TO 45/50 MINUTES	To lighten by starting from a lower level

Gelee

**COLOURING MIXING TONE ON TONE (1:2)**

Oxidising Emulsion	Exposure Time	Result
With Oxidising Emulsion 5 VOLUMES	UP TO 20 MINUTES	For a more intense natural effect without lightening
With Oxidising Emulsion 10 VOLUMES	UP TO 20 MINUTES	For a less intense natural effect without lightening



Gelee



# Direct Colouring

## Argan Oil & Aloe Vera



**REFLEX** DIRECT COLOR  
**EXPRESS**

*It highlights, tones, revives the colour and conceals the first white hair thanks to its incredible pigmenting power.*



**250 ml - 6 Colours**

#### **ALOE VERA**

Soothing, nourishing. Rich in vitamins, minerals and amino acids, it deeply nourishes the stem and provides the hair with body and brightness.



#### **ARGAN OIL**

Moisturising and antioxidant. It provides hair with softness and incredible brightness.

#### **PHOTO-REFLECTING PIGMENTS**

Technology that exploits the particular structure of the intermediate pigments and allows to develop photo-reflecting colours and highlights for a HD hair, by an extraordinary, distinct and long lasting brightness.



# REFLEX EXPRESS

## **DIRECT COLOURING, AMMONIA AND OXIDANTS FREE**

- EASY TO USE, FAST TO APPLY
- PERFECT TO CONCEAL THE FIRST WHITE HAIR
- INNOVATIVE PHOTO-REFLECTING PIGMENT TECHNOLOGY FOR INTENSE AND VIBRANT HIGHLIGHTS

### **EXPOSURE TIME: FROM 10 TO 30 MINUTES\***

\*it may vary according to the final result

## **HOW TO USE**

### **PRE-PIGMENTATION**

Before a cosmetic colour: apply directly REFLEX EXPRESS on the hair, do not rinse and proceed with the application of the oxidising colour.

Follow the exposure times of the chosen oxidising colouring

### **RE-PIGMENTATION**

After a cosmetic colour, highlights (lightening) or super lightening: have your hair washed with shining protective shampoo SOMNIA COLOR CODE, towel dry the excessive water, apply REFLEX EXPRESS and massage.

According to the wished highlight intensity, leave it on from 10 to 30 minutes, rinse and apply shining protective mask Somnia Color Code.





REFLEX  
EXPRESS

## APPLICATION SCALE

REFLEX EXPRESS APPLICATION SCALE	Honey Blonde	Cinnamon Brown	Ice Brown	Chestnut Blonde	Orange Copper	Red
<b>BLACK</b>						
<b>DARK</b>						
<b>DARK BROWN</b>						
<b>BROWN</b>						
<b>LIGHT BROWN</b>						
<b>DARK BLONDE</b>						
<b>BLONDE</b>						
<b>LIGHT BLONDE</b>						
<b>VERY LIGHT BLONDE</b>						
<b>PLATINUM</b>						

The action of **REFLEX EXPRESS** promotes a high cuticular closing and for this reason it is ideal after an oxidising colour or lightening service.

The sealing of the flakes ensures a high protection (safe colouring effect) mainly when used with the tone on tone we wish to revive natural or cosmetic colours. Thanks to these characteristics we will exploit this step to add colour to colour and get great high definition effects, more brightness, body and volume.





REFLEX  
EXPRESS

## PRE-PIGMENTATION APPLICATION SCALE

<i>Application Scale</i>	<i>Cosmetic Colour (Chromatic Scale)</i>	<i>Natural Colour (Melanin Scale)</i>	<i>REFLEX EXPRESS to be used or mixed to be created</i>
<b>BLACK</b>			<i>Red</i>
<b>DARK</b>			<i>Red</i>
<b>DARK BROWN</b>			<i>Red</i>
<b>BROWN</b>			<i>Red</i>
<b>LIGHT BROWN</b>			<i>Red + Orange Copper</i>
<b>DARK BLONDE</b>			<i>Orange Copper</i>
<b>BLONDE</b>			<i>Chestnut Blonde</i>
<b>LIGHT BLONDE</b>			<i>Honey Blonde</i>
<b>VERY LIGHT BLONDE</b>			<i>Honey Blonde</i>
<b>PLATINUM</b>			<i>Honey Blonde</i>

### HOW TO PROCESS THE PRE-PIGMENTATION

From black to brown, use REFLEX EXPRESS RED. From light to dark blonde, depending on the base that we have, use Red Orange, obtained by mixing REFLEX EXPRESS RED and REFLEX EXPRESS ORANGE COPPER in equal parts (1:1), or use REFLEX EXPRESS ORANGE COPPER.

For blonde, use REFLEX EXPRESS HAZELNUT BLONDE.

From light blonde to platinum, use REFLEX EXPRESS HONEY BLONDE.

To avoid halos due to colour overlaps, we recommend using tones that are lighter than the existing base.



REFLEX  
EXPRESS

## RE-PIGMENTATION APPLICATION SCALE

REFLEX EXPRESS <i>Base di Applicazione</i>	<i>Honey Blonde</i>	<i>Cinnamon Brown</i>	<i>Ice Brown</i>	<i>Chestnut Blonde</i>	<i>Orange Copper</i>	<i>Red</i>
<b>BLACK</b>						
<b>DARK</b>						
<b>DARK BROWN</b>						
<b>BROWN****</b>						
<b>LIGHT BROWN***</b>						
<b>DARK BLONDE*</b>						
<b>BLONDE**</b>						
<b>LIGHT BLONDE</b>						
<b>VERY LIGHT BLONDE</b>						
<b>PLATINUM</b>						

### EXAMPLES

\*For 6.6 Red Dark Blonde, we will use red

\*\*For 7.4 Blonde Copper, we will use Orange Copper

\*\*\*Base 5 Light Brown, it is advisable Ice Brown

\*\*\*\*For 4.7 Chestnut Brown, it is advisable Ice Brown



**Semi-permanent Direct Colouring**

Mullein flower extract and Glycerin



**iSHOCK**

*Thanks to the direct micro-pigments it customises the looks with original and shiny colour effects.*

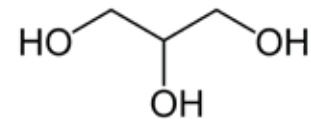


**75 ml - 9 Colours**



#### **MULLEIN FLOWER EXTRACT**

Luminescent properties. It significantly enhances the hair brightness: it absorbs UV radiations and reflects them in the visible spectrum.



#### **GLYCERIN**

Soothing and moisturising. It repairs split ends, it deeply nourishes and provides hair with elasticity.

# iSHOCK

## SEMI-PERMANENT DIRECT COLOURING

Direct pigments that can be mixed among them to customise the final result.

- INTENSE AND BRIGHT SHOCK TONES
- IDEAL TO CREATE CUSTOMISED LOOKS ON BLEACHED LOCKS
- GREAT TO HIGHLIGHT, REVIVE AND TONE DYED AND/OR NATURAL HAIR
- LONG LASTING COLOUR UP TO ALMOST 20 SHAMPOOS ACCORDING TO THE HAIR POROSITY AND TO THE CHOSEN COLOUR

**EXPOSURE TIME:** from 15 to 30 minutes

### GREY LOUNGE

**EXPOSURE TIME:** 5/15 minutes



# iSHOCK

K  
time



iSHOCK

## EXPOSURE TIME APPLICATION

1. For a perfect performance, it is advisable to apply SHOCK on a bleached base: the lighter it will be, the more the colour intensity and highlight will be similar to the chosen one (see the table).
2. Wear disposable gloves.
3. After the bleaching service perform a shampoo, by removing any trace of bleaching powder from the hair.
4. Pour the wished colour in a bowl and apply by the help of a brush on the area to colour.
5. Avoid any contact with the skin and do not apply on the roots.
6. Comb the colour by using a wide-toothed comb.  
Exposure time may vary from 15 to 30\* minutes according to the structural conditions and the wished highlight intensity.  
\*It is advisable to perform a visual check that will prevent colour change, so as to obtain the right highlight intensity.
7. Once the exposure time ends, rinse thoroughly by washing hair with SOMNIA COLOR CODE SHAMPOO. Then, use SOMNIA COLOR CODE MASK to give hair a more acid pH.



<b>iSHOCK</b>	<b>LIGHTENING BASE Tone height 8 (light blonde)</b>	<b>LIGHTENING BASE Tone height 9 (very light blonde)</b>	<b>LIGHTENING BASE Tone height 10 (platinum blonde)</b>
<b>PINK FUNK</b>	NO*	NO*	YES
<b>PURPLE ROCK</b>	YES	YES	YES
<b>RED HOUSE</b>	YES*	YES	YES
<b>CHERRY PUNK</b>	YES	YES	YES
<b>FUCHSIA POP</b>	YES*	YES	YES
<b>YELLOW RAP</b>	YES	YES	YES
<b>BLUE JAZZ</b>	NO*	NO	YES
<b>GREY LOUNGE</b>	NO	NO	YES

\*For these applications colour change may occur according to the colorimetric basic rules





## WHITE FUSION

### A REAL JOLLY, WHITE FUSION IS THE ONLY NON PIGMENTED COLOUR

By combining this colourless cream with other colours, it is possible to create original and customised pastel tones.

It can also be used to make Shock tones softer or for glossy effects that brighten the hair.

As it is colourless, it is only to be used in combination with the other Shock tones.

## MIXING

5 PART OF BLUE + 1 PART OF YELLOW

1

30 MINUTES OF EXPOSURE

6 PARTS OF PINK + 1 PART OF PURPLE

2

15 MINUTES OF EXPOSURE

10 PARTS OF PINK + 1 PART OF BLUE

3

15 MINUTES OF EXPOSURE

4 PARTS OF PINK + 1 PART OF FUCHSIA

4

15 MINUTES OF EXPOSURE

2 PARTS OF PINK + 1 PART OF YELLOW

5

15 MINUTES OF EXPOSURE

2 PARTS OF YELLOW + 1 PART OF RED

6

15 MINUTES OF EXPOSURE

\*Application performed on a bleached base with height of tone 10 Platinum Blonde





# Oxidising Cosmetic Emulsion



# YOX



# YOX



## **OXIDISING COSMETIC EMULSION**

With a hypoallergenic scent and rich in Panthenol, YOX oxygens ensure uniform and bright colouring and bleaching and help to respect hair structure.

Their stabilised, soft and creamy formulation makes preparations particularly homogeneous and compact to ensure simple and practical applications, without smears.

### **STANDARD COLOUR**

MIXING RATIO 1:1

### **SUPER LIGHTENING**

MIXING RATIO 1:2

**5/10/20/25/30/35/40 VOLUMES**

**1000 ml**



VOL.	%	LIGHTENING AND DEVELOPMENT	TECHNICAL PURPOSES	HAIR TYPE
<b>5</b>	1,5	Maximum colour deposit and minimum lightening contribution	Tone, light pickling	For every type of hair
<b>10</b>	3	Tone on Tone, White hair coverage	For a tone on tone result - enhance existing pigments or tone lightening	For every type of hair
<b>20</b>	6	Up to 2 tones, White hair coverage	For soft lightening	For every type of hair and sensitised structures
<b>25</b>	7,5	Up to 2 tones and half, White hair coverage	Replacing 20 vol. in order to reach a brighter highlight	For medium and thick structures
<b>30</b>	9	Up to 3 tones, White hair coverage	Bright highlight tone	For thick structures
<b>35</b>	10,5	Up to 3 tones and half	Brighter highlight tone - replacing 40 vol. in order to get a more intense result	For thick structure and to enhance more lively colours
<b>40</b>	12	Up to 4 tones	To realise forced lightening and bright colours	For persistent and thick structures
<b>40</b>	12	Up to 4 tones with a Super Lightening	Brighter highlight tone	For every type of hair only for super lightening

# COLOR TOOLS

# LEVIA



## LEVIA Essential Oil Synergy

Levia is a synergy of essential oils with relevant soothing and calming properties. It acts on skin and cuticles, thanks to its anti-reddening and rebalancing properties it reduces problems linked to chemical treatments and prevents inconveniences caused by the oxidative process.

- ENHANCE THE COLOURING SERVICE BY MAKING IT SOFTER
- SOFTEN POST-COLOUR ITCH AND IRRITATION
- RESTORE THE CORRECT HYDRO-LIPIDIC BALANCE OF THE SKIN
- THANKS TO THE ESSENTIAL OILS IT EXPLOITS THE BENEFITS OF THE AROMATHERAPY, BY REDUCING COLOURING DISCOMFORTS

### HOW TO USE

Levia has to be used as additive during the colouring, by mixing it with the colour and the oxygen.  
With the colour: 1 drop of product for any gramme without considering the amount of oxygen

*\*add the additive when the mixing between colour and oxygen is completed.*

**50 ml**



# STOPSTAIN



## **STOP STAIN**

K-time barrier cream, it protects and screen the skin off from possible colour stains or halos during the technical service.

STOP STAIN creamy texture and filming action protect skin, by performing an effective protection from the stress caused by chemical treatment and reducing the skin sensitivity.

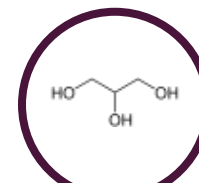
### **HOW TO USE:**

Before the colour application, apply a thin layer of product in close proximity to the roots (forehead, neck) and on the ears. Do not apply on the hair as it could interfere with the colouring.  
At the end of the exposure time, rinse by massaging along with the colour.

**250 ml**



# LET'S CLEAN



PANTHENOL



ALOE VERA

## LET'S CLEAN

Colour stain remover wipes to remove colour with Aloe Vera and Panthenol.

Moisturising wipes for a complete and immediate removal of colour stain on the skin. Its innovative formulation moisturises and soothes possible irritation.

### HOW TO USE:

Before using, test the product tolerability on a small skin area. In the event of wider stains, it is recommended to remove the colour with the wipes before it dries. After using, rinse the skin with water. Seal correctly to prevent the wipes dry.

**100 pcs**

# **SALON TECHNICS**



# WILD WAVES

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## **WILD WAVES** **Hair waving system**

Waving system for natural/coloured hair. Its formulation without thioglycolate and without ammonia, ensures a perfect waving, by respecting the hair fiber for soft, natural and long lasting waves. At the end of the service hair is soft by touch and bright.

### **HOW TO USE**

Envelop the curlers and apply the chosen liquid.

Exposure time may vary from a minimum of 10 minutes to a maximum of 25 minutes according to the hair and the wished result. At the end rinse accurately.

### **EXPOSURE TIME**

**WILD WAVES 1:** 20/25 minutes

**WILD WAVES 2:** 10/15 minutes

**250 ml**



# WILD WAVES

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## **WILD WAVES** **Neutralizer**

Specific lotion for the fixing of the waving lotion Wild Waves. It neutralises any alkaline residues of the waving lotion by perfectly fixing the waving. Its formulation is enriched with active ingredients that ensure protection and moisture, by preserving hair structure.

### **HOW TO USE**

Apply the fixing for 5 minutes on the curlers and 3-5 minutes more without curlers. Rinse thoroughly.

**1000 ml**





## **LIGHT PLUME**

Compact bleaching powder for free hand techniques. Ultra creamy non volatile texture. Extraordinary adherence. It lightens up to 7 tones. Specific formulation for bleaching, balayage, shatush and highlights.

### **MIXING**

The mixing dilution varies from a minimum of 1:1 to a maximum of 1:2 according to the wished result.

### **EXPOSURE TIME**

From 10 to 40 minutes, according to the hair type and status and to the wished result.

**450 g**

LIGHT  
**plume**7



## **LIGHT BLONDAGE**

Blue bleaching powder for multiple techniques. Highly performing formulation. Non volatile compact texture. Lightening up to 7 tones. It uniformly lightens for perfect and very natural results.

### **MIXING**

Mixing dilution varies from a minimum of 1:1 to a maximum of 1:2 according to the wished result.

### **EXPOSURE TIME**

From 10 to 40 minutes, according to the hair type and status and to the wished result.

**1000 g**

LIGHT  
**blondage**

## Professional Protective Treatment



# THE PLEX



## THE PLEX

**THE PLEX** is the exclusive K-time Professional Protective Treatment that helps protect the hair fibre during technical treatments such as colouring, bleaching or perming, giving new life to the hair.

**Protect the hair during technical services**

**Strengthen the hair fibre**

**Regenerate the cuticle**

**Make hair soft and shiny**

**Give hair a stronger, healthier appearance**

**Work in synergy with K-time colours and technical products**

# THE PLEX

N°1



## *Salon Treatment*

### **N°1 Protective Additive for Technical Services.**

Protective fluid, specific for technical treatments  
such as colouring, bleaching or perming.

**480 ml**

Type of service / product	N°1
<b>OXIDATION COLOURING</b>	3 grams for each 50 g of colour
<b>DIRECT COLOURING / COLOURED MASKS</b>	3 grams for each 50 g of colour
<b>BLEACHING</b>	5 grams for each 50 g of colour
<b>PERM</b>	10-40 grams depending on the length and thickness of the hair

# THE PLEX

## N°2



## *Salon Treatment*

### **N° 2 Protective Mask for technical services.**

An emulsion that restores the hair fibre, it complements the action of THE PLEX N°1 and helps protect and strengthen the hair from the inside after technical colouring, bleaching or perming services.

**480 ml**

Type of service / product	Slightly damaged hair	Very damaged Hair
OXIDATION COLOURING	5 min	10 min
OXIDATION COLOURING	5 min	10 min
BLEACHING	10 min	15 min
PERM	10 min	15 min



# THE PLEX

## N°3



## *Home Treatment*

### **N° 3 MULTIFUNCTIONAL TREATMENT FOR TREATED HAIR. TO RINSE.**

Emulsion that helps protect and strengthen hair that has undergone technical services (e.g. colour, bleaching, perming).

**150 ml**

<b>Mode / type of hair</b>	<b>Slightly damaged hair</b>	<b>Very damaged hair</b>
<b>PRE-SHAMPOO</b>	<b>10 min</b>	<b>20-30 min</b>
<b>POST-SHAMPOO</b>	<b>10 min</b>	<b>15 min</b>

# TREATMENTS



# Restructuring Treatment

[KRS]<sup>+</sup>COMPLEX



PMIBRE

## [KRS]<sup>+</sup>COMPLEX

**[KRS] + COMPLEX\***, penetrates the hair by providing moisture, restores and protects the stem. Ideal to revitalise the dry hair, protect it for a long time and prevent the formation of split ends and hair breakage.

**DEEP RESTORATION**  
**RESTRUCTURING ACTION**  
**EXTREME BRIGHTNESS**  
**HIGH PERFORMANCE**  
**INSTANT COSMETIC EFFECT**  
**CONCRETE RESULTS**

**[KRS] + COMPLEX\*** technology represents the combination of two protein restructuring complexes based on Hemp and Rice proteins. Its restructuring, moisturising and elasticising action is strengthened by the presence of the Sesame thermo-protein, that being activated by a heat source, protects the hair with an excellent barrier effect.



### SESAME THERMO-PROTEIN

It performs as moisturising and strengthening agents.  
 It provides softness and elasticity.  
 Filler and plumping action.  
 It protects from heat and external agents.



### PHYTOKERATINE

Plant Ingredients  
 (more effective than the animal ones).  
 It provides brightness and softness.  
 It strengthens hair.  
 It makes hair more elastic.

*\*The treatment effectiveness is tested in vivo at the Italian University Institutions.*



## *Salon Treatment*

PIIBRE

PIIBRE



### **RESTRUCTURING SHAMPOO**

Hair fiber restructuring shampoo.  
For very damaged and strongly treated hair. It gently cleanses skin and hair, revitalises and strengthens hair structure.

**1000 ml**



### **RESTRUCTURING TREATMENT**

Intensive restructuring treatment.  
For very damaged and strongly treated hair. It protects hair, revitalises and strengthens the hair structure.

**1000 ml**



## *Salon Treatment*

PIIBRE

PIIBRE



### **SILKY MASK**

Shining silky mask.  
For very damaged and strongly treated hair. It nourishes, revitalises and strengthens the hair structure.

**500 ml**



### **RESTRUCTURING SPRAY**

Sealing restructuring spray.  
For very damaged and strongly treated hair. It prolongs the treatment effects, prevents split ends and defines the styling.

**150 ml**



## *Home Treatment*

PIIBRE

PIIBRE



### **RESTRUCTURING SHAMPOO**

Hair fiber restructuring shampoo.  
“Home treatment” product to prolong the Salon treatment effects at home too. It revitalises dry hair and prevents split ends.

**300 ml**



### **RESTRUCTURING TREATMENT**

Shining silky mask.  
“Home Treatment” product to prolong the Salon treatment effect at home too.  
A booster for hair wellness, hair is silky and surprisingly soft by touch.

**250 ml**





	<i>Short Hair</i>	<i>Medium Hair</i>	<i>Long Hair</i>
<i>Thin Hair</i>	<p><b>STEP 1 SHAMPOO</b> 2 min. exposure time Repeat without exposure time</p> <p><b>STEP 2 TREATMENT</b> 10 min. under a heat source</p> <p><b>STEP 3 MASK</b> 3 min. exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 1/2 sprays</p>	<p><b>STEP 1 SHAMPOO</b> 2 min. exposure time Repeat with 1 min. of exposure time</p> <p><b>STEP 2 TREATMENT</b> 12/13 min. under a heat source</p> <p><b>STEP 3 MASK</b> 3 min. exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 2/3 sprays</p>	<p><b>STEP 1 SHAMPOO</b> 2 min. exposure time Repeat with 2 min. of exposure time</p> <p><b>STEP 2 TREATMENT</b> 15 min. under a heat source</p> <p><b>STEP 3 MASK</b> 3 min. exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 5/6 sprays</p>
<i>Normal Hair</i>	<p><b>STEP 1 SHAMPOO</b> 2 min. exposure time Repeat with 1 min. of exposure time</p> <p><b>STEP 2 TREATMENT</b> 10 min. under a heat source</p> <p><b>STEP 3 MASK</b> 4 min. exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 2/3 sprays</p>	<p><b>STEP 1 SHAMPOO</b> 2 min. exposure time Repeat with 2 min. of exposure time</p> <p><b>STEP 2 TREATMENT</b> 12/13 min. under a heat source</p> <p><b>STEP 3 MASK</b> 4 min. exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 4/5 sprays</p>	<p><b>STEP 1 SHAMPOO</b> 3 min. exposure time Repeat with 1 min. of exposure time</p> <p><b>STEP 2 TREATMENT</b> 15 min. under a heat source</p> <p><b>STEP 3 MASK</b> 4 min. exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 6/7 sprays</p>
<i>Thick Hair</i>	<p><b>STEP 1 SHAMPOO</b> 3 min. exposure time Repeat with 1 min. of exposure time</p> <p><b>STEP 2 TREATMENT</b> 12 min. under a heat source</p> <p><b>STEP 3 MASK</b> 5 min. exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 3/4 sprays</p>	<p><b>STEP 1 SHAMPOO</b> 3 min. exposure time Repeat with 2 min. of exposure time</p> <p><b>STEP 2 TREATMENT</b> 13/14 min. under a heat source</p> <p><b>STEP 3 MASK</b> 5 min. exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 5/6 sprays</p>	<p><b>STEP 1 SHAMPOO</b> 3 min. exposure time Repeat with 3 min. of exposure time</p> <p><b>STEP 2 TREATMENT</b> 15 min. under a heat source</p> <p><b>STEP 3 MASK</b> 5 min. exposure time</p> <p><b>STEP 4 FINAL SPRAY</b> 7/8 sprays</p>

The table below approximately shows the possibility to optimise time and dosage of the complete treatment according to the type of hair.





## RITUAL

PHASE 1  
PHASE 2  
PHASE 3  
PHASE 4

Start the treatment by wetting hair with warm water. Apply the Restructuring Shampoo to remove gently the impurities from the hair and prepare it to the Intensive Restructuring Treatment. Massage gently, and rinse. Repeat, if necessary.

After the shampoo, dry the hair with a towel to remove the excess of water, divide hair into sections and apply by the help of a brush the Intensive Restructuring Treatment on the lengths. Massage to let the active components deeply penetrate. Leave it on under a heat source as suggested by the table. Rinse.

After rinsing, towel dry the hair to remove the excess of water, apply the Shining Silky Mask on the wet hair and leave it on for 3/5 minutes. Comb and massage distribute uniformly the product and let it deeply penetrate the hair. Rinse accurately and towel dry.

Spray the Sealing Restructuring Spray on the hair at a distance of 20-30 cm. Do not rinse and proceed with the drying. It can also be used on dry hair.



# Densifying Filler-effect Treatment



# PRO AG

*Hair Filler*