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# COLOR GLOSS

GLOSS GEL COLOR

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MILANO

# COLOR GLOSS

## A NEW DIMENSION OF COLOR

**RESPECT & FORCE & HIGH SHINE**  
MAXIMUM RESPECT FOR THE HAIR FIBRE  
NO LIFT  
EXTRA-BRIGHT COLOR

**COLOR GLOSS IS THE NEW DEMI-PERMANENT COSMETIC HAIR COLOR WITH ACID TECHNOLOGY.**

**It colors in full respect of the hair fibre and offers maximum brightness with anti-breakage and strengthening protection.**

An exclusive and innovative GEL coloring formula in a color palette of **13 shades** which are multiplied by the **Modulable System with COLOR GLOSS Clear**: salon professionals can create new shades, softening the intensity of the reflection and customizing the service based on the customer's specific requirements.

## A UNIQUE TECHNICAL PERFORMANCE TO PERFECT THE COLOR

- **NO LIFT**: COLOR GLOSS does not lighten the hair color, but always respects the natural base without lightening the natural pigments (melanin).
- **TONING IN FULL RESPECT OF THE HAIR FIBRE WITH NATURAL EFFECT**: the ideal choice for treated, sensitized and very porous hair.
- **HIGHLY VERSATILE and EASY-TO-USE PROFESSIONAL COLOR SYSTEM with:**
  - Ideal viscosity for application with a brush or applicator bottle
  - Quick and easy application both on wet and dry hair
  - Perfect adherence
  - Excellent efficiency
  - Fast service

COLOR GLOSS Gel Color mixes rapidly with the Activator producing a gel-fluid texture coloring mixture. The carefully balanced viscosity of the mixture allows for application both with a brush and applicator bottle. The coloring mixture is incredibly easy to distribute with an excellent efficiency on both wet and dry hair, ensuring perfect adherence to the hair fibre for a uniform color result. The COLOR GLOSS technical service acts quickly: application times vary from 5 to 20 minutes.

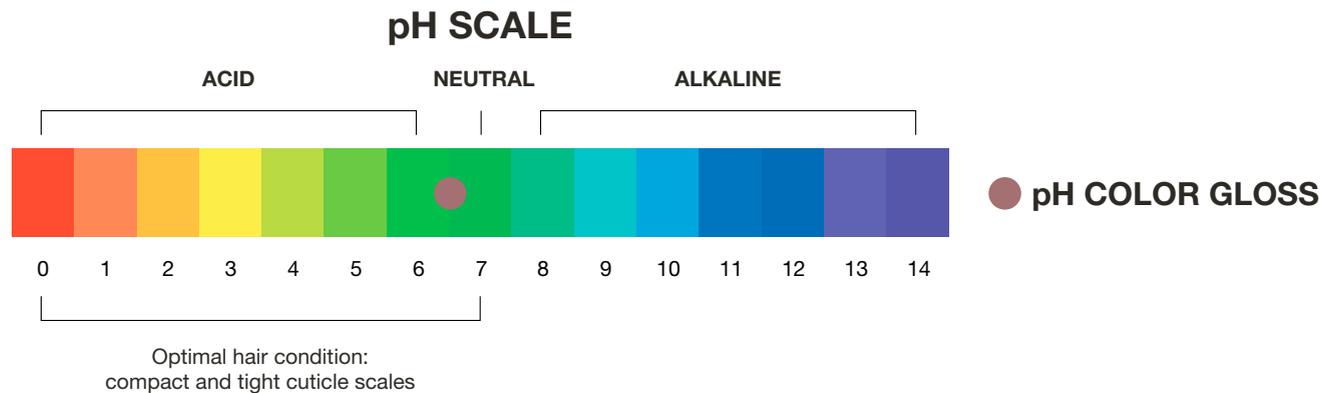
- **HIGH PERFORMANCE MODULABLE WITH COLOR GLOSS CLEAR**  
CLEAR, the intensity modulator, is the tool that improves the versatility and customisation options of the technical service while boosting creativity with the shades. The color result can be modulated and graduated to different requirements: to regulate the intensity of the reflection based on the condition of the hair fibre and to multiply the range of color shades.

# WHY CHOOSE COLOR GLOSS?

- **'ACID' TECHNOLOGY: COLORING MIXTURE pH LESS THAN 7**

The innovative GEL formula of COLOR GLOSS has been developed using booster agents that help increase the penetration of the oxidising coloring micro-molecules even below pH 7.

The pH of the COLOR GLOSS coloring mixture remains at less than 7 throughout the processing time. This avoids the lifting of the cuticle (unlike at alkaline pH) while the coloring process is carried out in total respect of the hair fibre.



- **LONG-LASTING DEMI-PERMANENT COLOR:** the ultra-pure coloring micro-molecules result in long-lasting color (approx. 15 washes) with gradual fading.
- **SUPERIOR SHINE:** ACTIVE SMOOTHING INGREDIENTS enhance the shine of the hair fibre.
- **ANTI-BREAKAGE PROPERTIES:** the ULTRA-HYDRATING formula ensures the intrinsic protection and strengthening of the hair fibre.
- **OPTIMAL COMFORT of the scalp.**

## THE SERVICES OFFERED

Salon professionals have a new tool to satisfy even the most diverse needs thanks to the new brightening gel color:

- Neutralizing services (correction of dyschromias and unwanted reflections).
- Toning services on bleached or lightened hair.
- Delicate toning (easy-to-manage development of color).
- To darken or even out the color of natural and treated hair.
- For technical correction, i.e. to eliminate bands, harmonise color and create color shading/color melting.
- Color Refresh services: to delicately intensify the natural hair color or revive reflections.
- First coloring service on a low percentage of white hair.
- Ultra-brightening GLOSS Service for natural or colored hair.



GEL COLOR - 100 ML  
CLEAR - 300 ML Cod. 405  
ACTIVATOR 5 VOL. - 1000 ML Cod.0605  
APPLICATOR BOTTLE Cod. P/G02

## THE HEART OF COLOR GLOSS: SHIMMER.SYSTEM

The innovative COLOR GLOSS formula is enriched by SHIMMER.SYSTEM, a system of functional ingredients that contribute to its unique performance, consisting of:

### HYDRAGENSE: SUPER-HYDRATING and ANTI-BREAKAGE PROTECTION

The NATURAL ingredient – extracted from sugar beet - is naturally present in the hair fibre and skin.

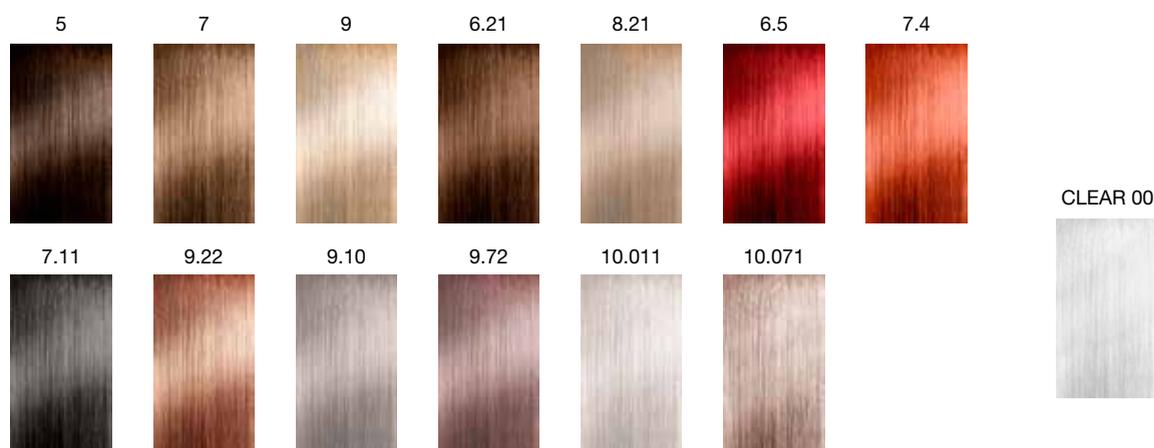
As an amino acid derivative, it has a natural affinity with hair and skin, offering a number of benefits in terms of care and protection, such as:

- **protection of the hair fibre** helping to strengthen it against breakage and offering smoothing anti-frizz effect. It acts on the most damaged areas and leaves hair smoother, reducing friction between fibres and enhancing shine.
- **intensive hydration**
- **skin protection** with reduction of irritation phenomena.

### SHIMMER.POLYMER: MAXIMUM SHINE

It boosts the brightening action of the formula through its conditioning effect: it performs a disciplining and detangling effect, both on wet and dry hair, leaving hair shiny and silky-soft to the touch.

# THE RANGE OF COLOR GLOSS SHADES



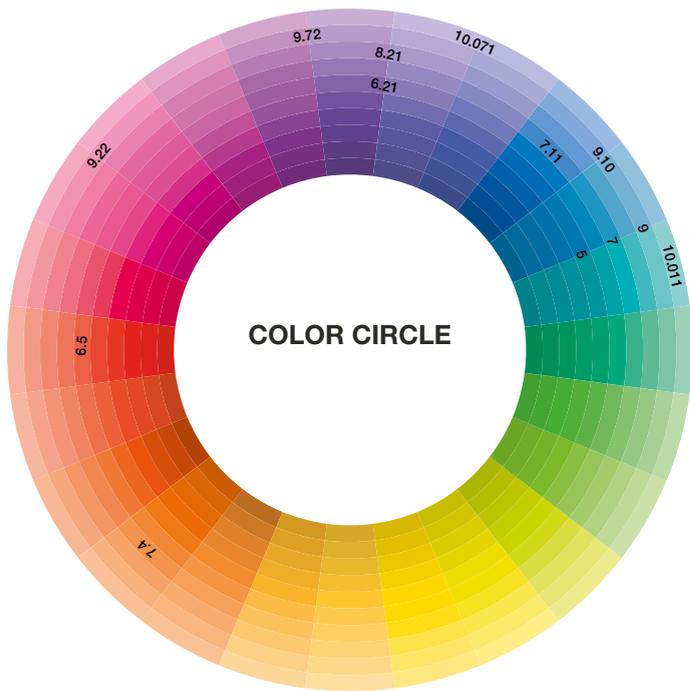
## HOW TO USE

SERVICE	RESULT	PREPARATION	APPLICATION	APPLICATION TIME	RINSE
<b>COLOR GLOSS</b> Gel Color Application as pure color	Maximum reflection intensity	1:1 MIX -> 50 g of Gel Color + 50 g of Activator 5 Vol	Apply the coloring mixture evenly with a brush or applica- tor bottle	5-20 Minutes depending on the desired result	Rinse thoroughly and then, wash with <b>MEDITER HYDRA Shampoo 5/S</b> . Apply <b>MEDITER HYDRA Conditioner 5/C</b> on towel-dried lengths, then rinse with lukewarm water
<b>Application of COLOR GLOSS</b> Gel Color diluted with Clear	To soften the intensity of the reflection and increase crea- tivity with the shades	Dilute Gel Color with Clear 00 in the chosen ratio depending on the desired result (see Dilutions Table), then mix with Activator 5 Vol. in a 1:1 ratio (see Dilutions Table)			
<b>Gloss Service</b>	<b>ULTRA-GLOSS</b> Service for natural and colored hair	1 + 1 MIX -> 50 g of Clear 00 + 50 g of Activator 5 Vol	Apply the mixture evenly with a brush or applicator bottle	5-10 Minutes	Rinse thoroughly with warm water

## DILUTION TABLE

DILUTION GEL COLOR : CLEAR 00	GEL COLOR	CLEAR 00	ACTIVATOR 5 VOL
3:1	38 g	12 g	50 g
1:1	25 g	25 g	50 g
1:3	12 g	38 g	50 g
1:4	10 g	40 g	50 g
<b>GLOSS SERVICE</b>	0 g	50 g	50 g

# THE TECHNICAL RESULT ACCORDING TO THE COLORIMETRY



HAIR TONE LEVEL	UNDERTONE	CORRECTIVE TONE
10 PLATINUM BLOND	LIGHT YELLOW	VIOLET
9 VERY LIGHT BLOND	YELLOW	VIOLET
8 LIGHT BLOND	PALE YELLOW-ORANGE	BLUE-VIOLET
7 BLOND	YELLOW-ORANGE	BLUE
6 DARK BLOND	ORANGE	BLUE
5 LIGHT BROWN	ORANGE-RED	BLUE-GREEN

Each natural base level has a corresponding undertone by lightening (dominant reflection). With COLOR GLOSS demi-permanent hair coloring, the color obtained is the result of the overlay of the color applied on the undertone by lightening. The corrective tones neutralize the complementary undertone (according to the Oswald Star) creating a bright neutral reflection (TABLE 1).

TABLE 2 represents the result of the toning service depending on the base (bleached/lightened hair – tone levels) for a selection of COLOR GLOSS Shades applied as per dilution GEL COLOR : CLEAR 00 = 1 : 1.

TABLE 2 is indicative: the results may vary depending on the condition of the hair and the processing time adopted.

TABLE 2

## COLOR SHADES

		6.5	7.4	8.21	9.22	9.72	9.10	10.071
BASE								
10								
9								
8								
7								
6								
5								

# FORMULA FACTS

- Exclusive GEL Coloring Cream
- Percentage of natural ingredients from 83 to 94%
- Percentage of biodegradable ingredients - minimum 93%
- HYDRAGENSE: ULTRA-HYDRATING, ANTI-BREAKAGE NATURAL INGREDIENTS
- SHIMMER.POLYMER: HIGH TECH BRIGHTENING INGREDIENT
- AMMONIA FREE
- PPD FREE
- SILICON FREE
- VEGAN FRIENDLY

# COLOR GLOSS - FAQ's

## Why doesn't COLOR GLOSS lighten the natural base?

COLOR GLOSS provides a delicate coloring service with an acid pH (less than 7) and with a minimum, carefully calibrated contribution of oxygen (the hydrogen peroxide of the Activator): under these conditions (pH and percentage of oxygen), it is possible to achieve effective cosmetic coloring without altering/oxidising the natural melanin pigments and, thus, without lightening the tone of the natural base.

## When is the best time to use of COLOR GLOSS in the salon?

The use of COLOR GLOSS is ideal for toning and neutralizing services on bleached/lightened hair with a light natural base (blond to very light blond).

## What is meant by a Neutralization service?

The neutralization service with COLOR GLOSS enables the correction of dyschromias and unwanted reflections, using corrective tones according to Oswald's Color Wheel - see Table 1 (*Levels - Undertones by lightening - Corrective Tones*).

## Why is COLOR GLOSS the ideal coloring for creating bright blondes on light bleached bases?

The selected range of COLOR GLOSS shades includes *Very Light Blond and Platinum Blond shades* - intended as Corrective Toners - expressly developed to neutralize warm undertones (by lightening) and create bright reflections, with the maximum respect for the bleached and sensitised hair fibre.

## With which bleaching techniques is COLOR GLOSS recommended?

COLOR GLOSS - as a corrective toning service - can be combined with all lightening techniques. It is particularly effective in the case of the *Air Touch Technique*. COLOR GLOSS allows 'shadows' to be created at the root and any 'bands' to be corrected: the gel-fluid texture of the coloring mix is practical and ideal for blending and seamlessly transitioning color at the root and along the length (*color melting*).

## Why is the use of COLOR GLOSS Clear recommended?

COLOR GLOSS Clear 00 allows to soften the intensity of the COLOR GLOSS Shades, based on the desired result and porosity of the hair. It can be mixed in different dilution ratios with COLOR GLOSS Color Gel - see *Dilution Table*.

*It is the indispensable tool in the salon, especially for light and very light blond hair to avoid overly intense reflections - see Table 2 (Color Results Chart).*

*N.B.: TABLE 2 is indicative: the results may vary depending on the condition of the hair and the processing time adopted.*



## What difference is there between COLOR GLOSS application on wet and dry hair?

COLOR GLOSS is formulated to make application simple, accurate and fast on both wet and dry hair: the color result on dry hair is more intense.

## Can I use COLOR GLOSS in the salon immediately after a technical service for creating waves or chemical straightening?

Yes, COLOR GLOSS can be applied in conjunction with technical treatments such as wave and straightening treatments.

## Does COLOR GLOSS cover white hair?

COLOR GLOSS Gel Color applied with Activator 5 Vol. does not cover white hair: it offers a cosmetic 'concealment' effect for a first coloring service on a low percentage of white hair (5-10%).

## How many washes does COLOR GLOSS Color last for?

COLOR GLOSS demi-permanent color lasts on average for 15 washes with a progressive fading of the applied reflection.

## When should I choose COLOR GLOSS 'Acid' Coloring and when should I choose BBCOLOR BEAUTY Tone-on-Tone Coloring?

Both coloring services allow you to tone, revive or

darken natural or cosmetic hair reflections while respecting the hair fibre. COLOR GLOSS works at 'acid' pH and ensures maximum respect for the hair structure, more so than BBCOLOR BEAUTY (alkaline pH coloring mixture).

BBCOLOR BEAUTY offers greater coloring power on natural bases and is the recommended choice when a tone-on-tone demi-permanent color service is required for an intense, vibrant and long-lasting color result on natural and cosmetic bases.

COLOR GLOSS is always the recommended choice

- for toning on treated, highly sensitised and porous hair,
- for delicate and ultra-brightening color services, which can be carried out frequently,
- when a demi-permanent color service is required for reflection that gradually fades on tone without 'regrowth effect'.

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