

**IT&LY**<sup>®</sup>  
HAIR FASHION  
MILANO 1987

AQUAR&LY®



AQUAR&LY®

**ii&LY**  
HAIRFASHION

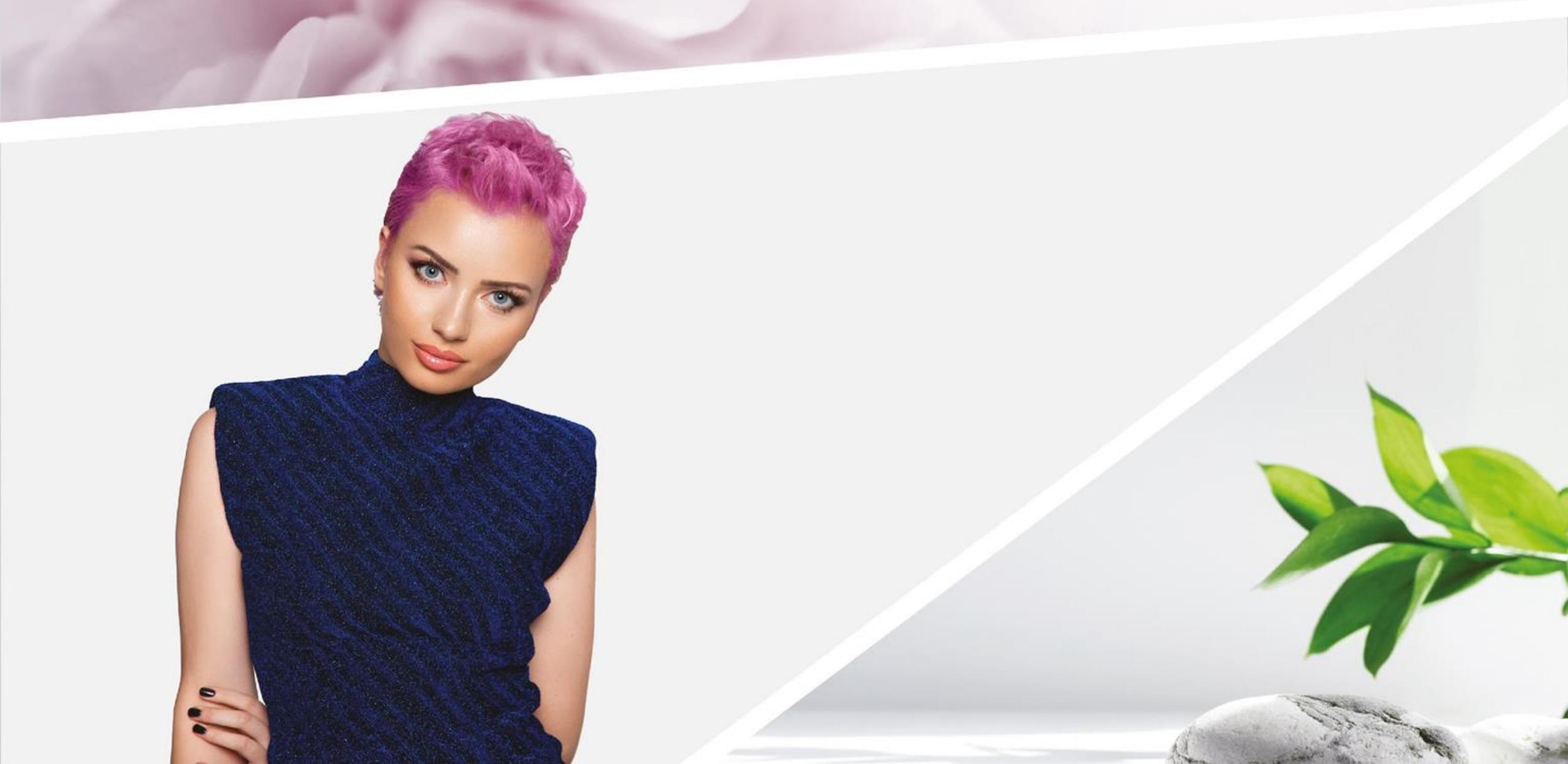
THEN AND NOW



# KEY POINTS







AQUAR&LY

IT&LY  
HAIRFASHION




**&-PLEX™**  
BOND REPAIR

## For healthy hair

The exclusive &-Plex BOND REPAIR™, a complex of precious organic oils and butters, helps to improve the brightness and resistance of the hair, making it stronger and healthier. It offers maximum color performance and superior protection of the hair fiber. It restores the bonds by nourishing hair, to obtain brighter, lasting color.

## CRYSTALSHERE TECNOLOGY

Crystalsphere is a microencapsulation technology that improves bio-availability and lasting effect of lipophilic active complex and optimizes its cosmetic performance. It fixes on the hair surface even after rinsing and, thanks to its gradual release technologies, Chrystalsphere improves the absorption and the efficacy of the active ingredients.



CRYSTALSHERE  
TECNOLOGY

## BIOMIMETIC EMULSION

**BIOMIMETIC** emollient obtained by extracting phytocomplexes from olive leaves, completely of natural origin, has a high refractive index and helps maintain the hair's shine.

## SUSTAINABLE PERFORMANCE

Aquarely is formulated with particular attention to the balance between sustainability and performance.

The special **100% Vegan** and **Cruelty-free** formula reflects our research path aimed at creating more ethical and respectful cosmetics towards the entire planet: what we call "**conscious cosmetics**".



The design of the Aquarely pack demonstrates a great commitment in terms of sustainability. In fact, the whole pack is **100% recyclable**: aluminum tube, plastic cap and FSC paper case. With a view to constant improvement, we have also eliminated the leaflet by reporting all the warnings directly inside the box to further reduce the waste of paper.

## 100% RICICLABILE

Plastic cap

Aluminium tube

Paper box

No more leaflet

## MOLAR FORMULA

A MOLAR formulation requires that the quantities of colorants that react with each other [present in the dye] are included in equal quantities.

This characteristic means that following the oxidation reaction between the dyes and hydrogen peroxide, **we will not find any "residue" of dyes that have not had an active function inside the dye: leading to a brighter and more faithful color result.**

**This allows to obtain the final brighter color and without changes in reflection over time. This formulation method is called: MOLAR FORMULA**

## TEXTURE

The **new cream** is much **softer, smoother and easier to mix and apply** offering a greater yield during application.



## BIODEGRADABLE FRAGRANCE

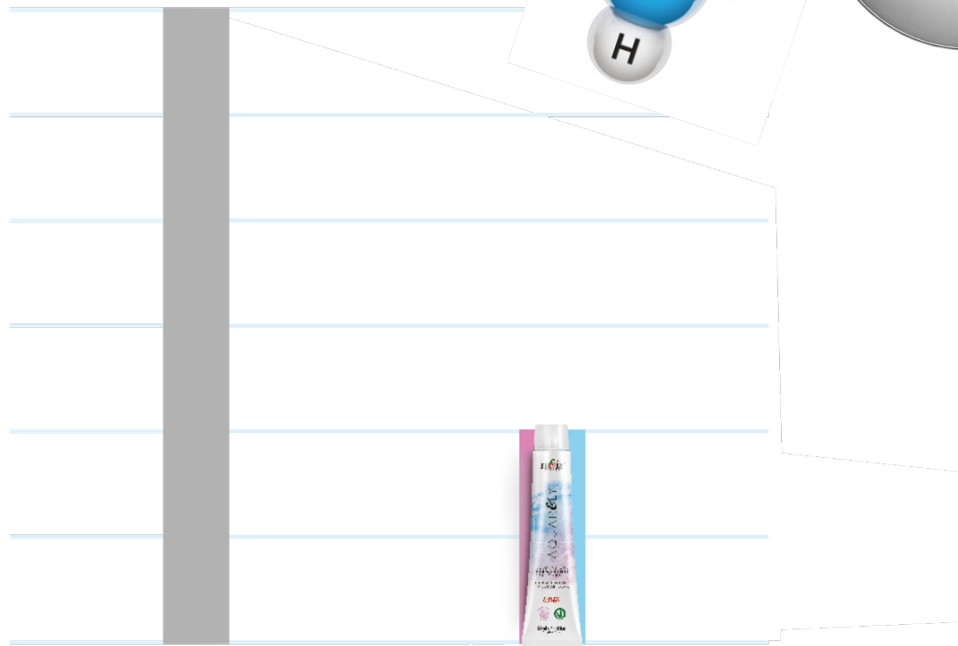
The new BIODEGRADABLE fragrance provides coverage of ammonia for a great comfort for the colorist and a relaxing experience for the client during the color treatment.

The fragrance is perceived even after 1-2 shampoos.

## CONTENUTO DI AMMONIACA AMMONIA CONTENT



[% of NH3]



TRADITIONAL  
HAIR COLOR  
FORMULA

AQUAR&LY

## LOW AMMONIA CONTENT

Months of tests and research lead to obtain a permanent color with a low ammonia content (NH<sub>3</sub>).

This means:



greater respect for the hair shaft



better comfort during application

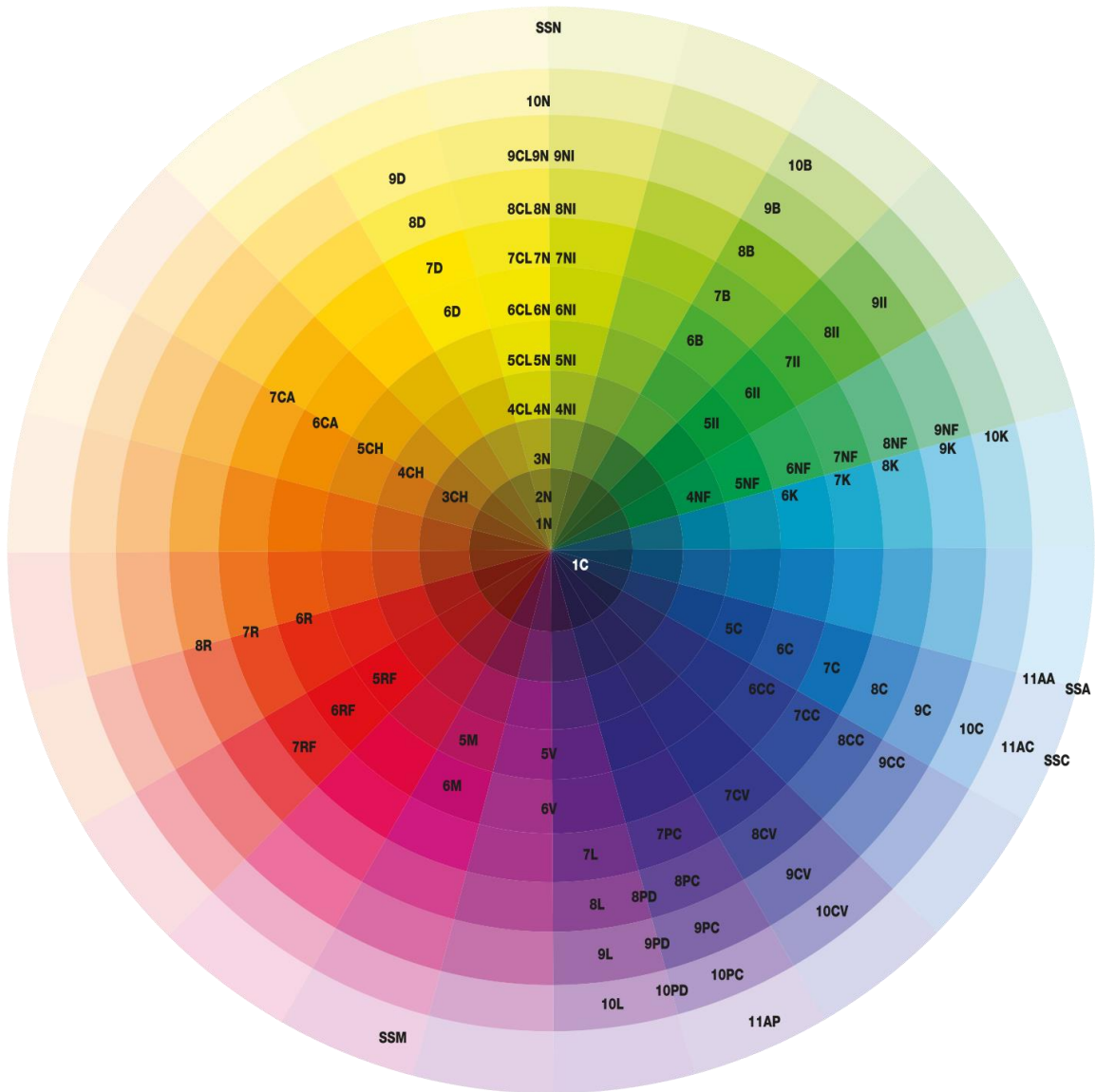


ease of closing of the cuticles

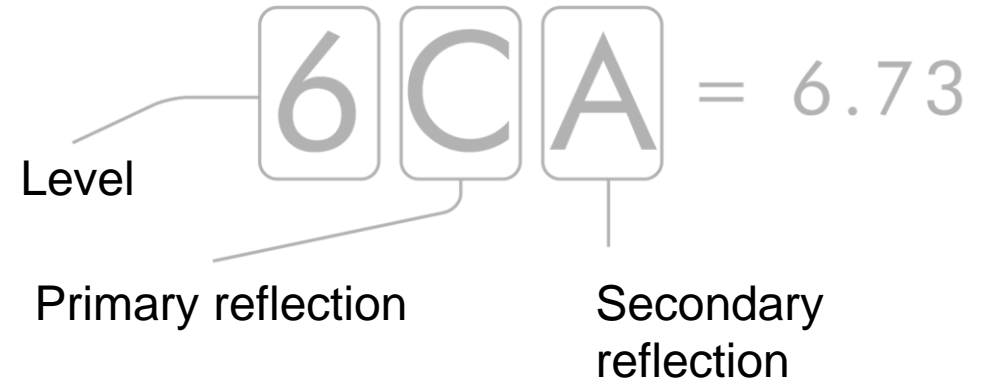


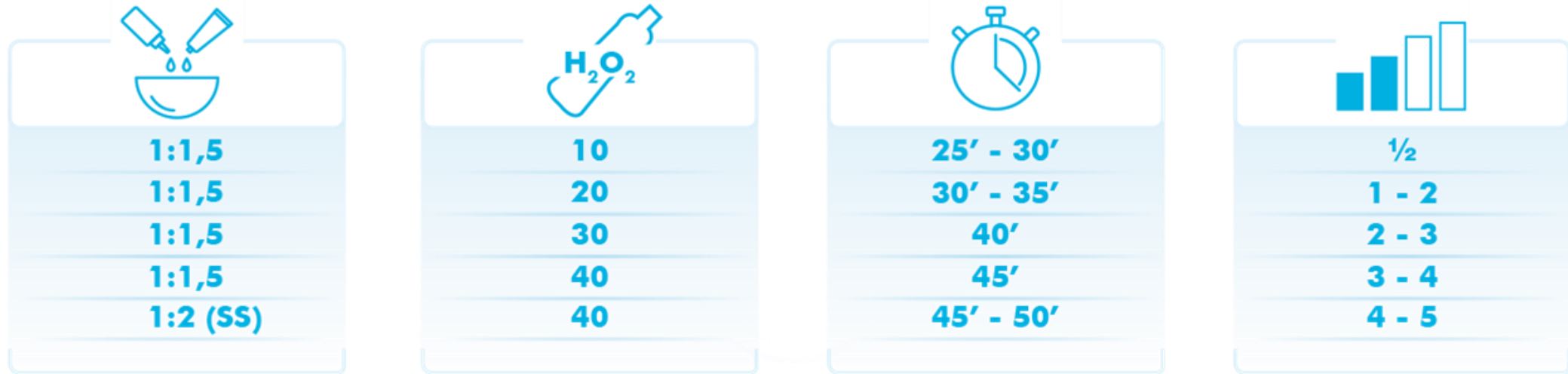
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## EXAMPLE





## MIX 1:1,5

**Permanent color cream, with oxidation, with reduced ammonia content in a 100 ml tube.**

The innovative Aquarely formula guarantees: 100% gray coverage, up to 4 levels of lightening, Vegan formula and Vegan packaging, long-lasting color, luminosity and brilliance of the hair, respect and protection of the scalp, multi-sensory application experience, creamy and perfumed texture.

# 95 SHADES



**N.0**



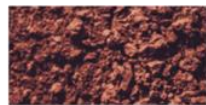
**C.1**



**K.21**



**V.6**



**NI.00**



**CC.11**



**D.3**



**M.56**



**NF.01**



**B.23**



**R.4**



**CH/CA.73**



**CL.03**



**II.22**



**RF.5**

NEUTRA-TON



**L.86**



**CV.16**



**PC.81**



**PD.83**

# 4

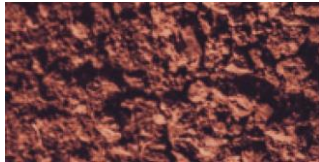
## NATURAL SERIES

N.0



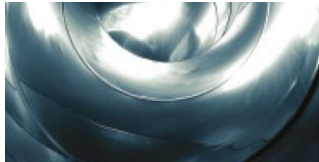
The **Natural** series can be used mixed with all series to obtain maximum coverage of gray hair and a natural and vibrant reflection.

NI.00



The **Natural Intense** series can be used mixed with all the series to decisively cover hard, thick and refractory white hair.

NF.01



The **Natural Cold** series: it is to be preferred as a base when choosing a cold reflective series (e.g. B, II, K, C, CC) to obtain maximum coverage and not modify the reflection of the chosen color.

CL.03



The **Warm Natural** series is to be preferred as a base when choosing a warm reflective series (e.g. D, CA, CH, R, RF) to obtain maximum coverage and not modify the reflection of the chosen color.

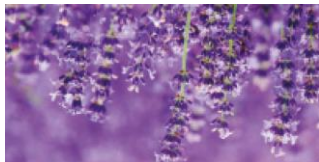
## SPECIAL SERIES

K.21



**K Smoky** series was created to counteract yellow-orange reflections and obtain grey/platinum effects.

L.86



**Lavander** series was created to contrast yellow reflections and obtain pastel lilac effects.

CV.16



**Ash Violet** series was created to contrast yellow-orange reflections and obtain neutral and cold effects.

PC.81



**Ash Pearl** series was created to contrast warm tones and obtain mother-of-pearl effects.

PD.83



**Pearl Gold** series was created to counteract yellow reflections and create pastel shades in peach tones.

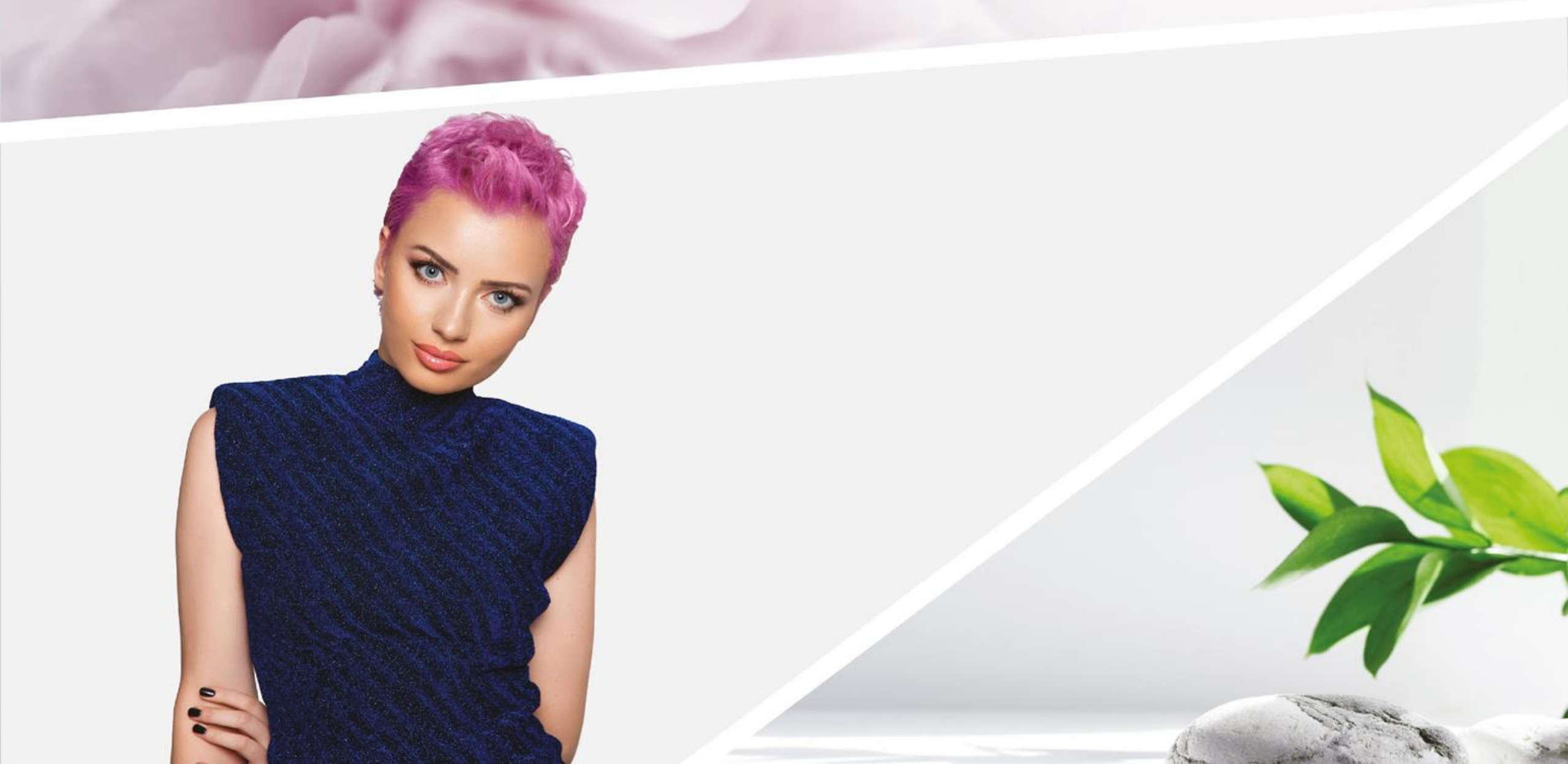
## SPECIAL SERIES

The special series K (Smoky) - CV (Purple Ash) - PC (Pearl Ash) - L (Lavender) - PD (Pearl Gold) used after any bleaching service; they tone and allow you to obtain perfect blondes with pastel shades.

**Recommended tone levels:** 8 light blond, 9 very light blond, 10 ultra light blond.

If the special series is used as a regular color: mix one part of Aquarely with one and a half parts of Oxily 10-20-30-40 vol. (1:1.5). Processing time according to the hydrogen peroxide used.

If the special series is used to neutralize and/or tone: mix one part of Aquarely with two parts of Oxily 5-10 vol. (1:2). Processing time: check with your eyes.

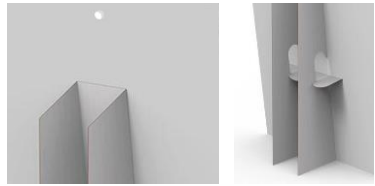


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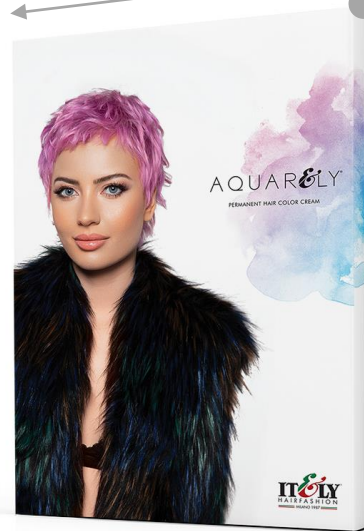
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# CROWNER + DUO POSTER

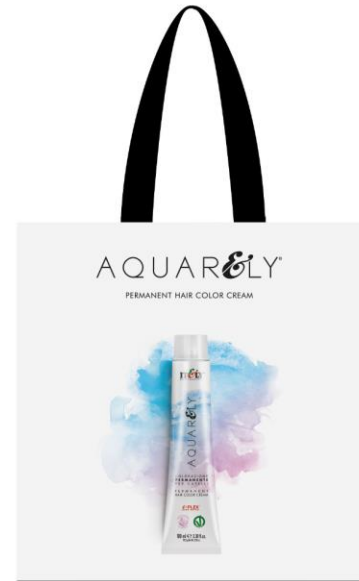
Hole and foot



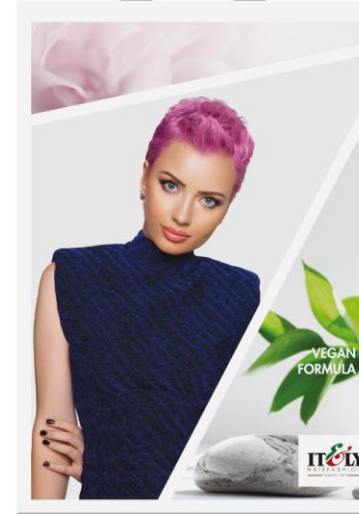
34,2 cm



48,3 cm



30 cm



42 cm

BROCHURE A4



AQUAR&LY

COLORAZIONE PERMANENTE PER CAPELLI  
PERMANENT HAIR COLOR CREAM



HEALTH OF THE HAIR

E-PLEX<sup>TM</sup>  
BOND REPAIR



IL CAPELLO

È un complesso di  
cellule in evoluzione  
costante, rendendoli  
la performance  
della fibra  
più duratura.

E-PLEX BOND REPAIR - FOR HEALTHY HAIR

The exclusive E-plex BOND REPAIR™, a complex of  
precious organic oils and butters, helps to improve  
strength and health of the hair, making it  
offer maximum color performance and superior  
protection of the hair fiber. It restores the bonds by  
nourishing hair to clean, brighter, lasting color.

CRYSTALSHERE  
TECHNOLOGY



Crystalsphere è una tecnologia di  
micro-encapsulazione che migliora la  
biodegradabilità e l'effetto duraturo del  
complesso attivo lipofilo e ne ottimizza  
la penetrazione cutanea. Si fissa sulla  
superficie del capello, anche dopo il  
riassorbimento, grazie alle sue tecnologie  
migliora l'assorbimento e l'efficacia dei  
principi attivi.

Crystalsphere is a microencapsulation  
technology that improves biodegradability  
and lasting effect of lipophilic active  
complex and optimizes its cosmetic  
performance. It fixes on the hair surface  
even after rinsing and thanks to its gradual  
release technologies, Crystalsphere  
improves the absorption and the efficacy  
of its active ingredients.

- COLORE BRILLANTE  
BRIGHT COLOR
- CAPELLI PROTETTI  
PROTECTED HAIR

BIOMIMETIC  
EMULSION



Emulsione biomimetica ottenuta  
dall'estrazione di fitocomplessi dalle  
foglie di oliva, completamente di origine  
naturale, ha un alto indice di rifrazione  
e aiuta a mantenere la lucentezza dei  
capelli.

Biomimetic emulsion obtained by  
extracting phytoextracts from olive  
leaves, completely of natural origin, has  
a high refractive index and helps maintain  
the hair's shine.

- ORIGINE NATURALE  
NATURAL ORIGIN
- ALTO INDICE DI RIFRAZIONE  
HIGH REFRACTIVE INDEX
- LUCENTEZZA CAPELLI  
HAIR SHINE

AQUAR&LY

COLOR CHART



### KEY POINTS

- CRYSTALSHERE TECHNOLOGY
- NO RESORCINOL
- BIOMIMETIC EMULSION BASED ON OLIVE OIL
- IONIC FORMULA
- LONG LASTING COLOR
- 95 SHADES
- FOR HEALTHY HAIR
- VEGAN TECHNOLOGY
- NATURAL INDEX 90%
- BIODEGRADABLE FRAGRANCE
- CRUELTY FREE
- NEW TEXTURE
- ULTIMATE SHINE

### ESEMPIO EXAMPLE

Altezza di tono Level: **6**  
 Riflesso primario Primary reflection: **CA**  
 Riflesso secondario Secondary reflection: **= 6.73**

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