

IT&LY[®]
HAIR FASHION
MILANO 1987

NEW
CHAPTER







OXILY

Hydrogen peroxide emulsion to be used in mixture with Itely Hairfashion color system and decolorizing products.

Enriched with emollient and conditioning substances.

NEW
Packaging

NEW
Experience



VEGAN
certification

IMPROVED
formula



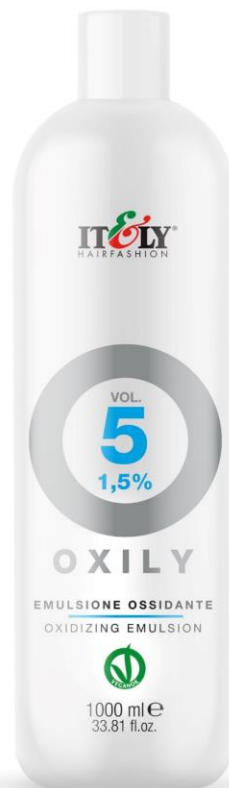
OH MY BLONDE!
 &-PLEX™
 BOND REPAIR

*dely***TON** ADVANCED
 with Phyto Conditioning Complex

AQUAR&LY

oxily
 2020

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Itely Hairfashion is certified VeganOK
[#consciouscosmetics](#)

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