

# 2020

V I S I O N

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art - nature - research - technology

**IT&LY**<sup>®</sup>  
HAIR FASHION  
[www.itelyhairfashion.it](http://www.itelyhairfashion.it)



# 20 20

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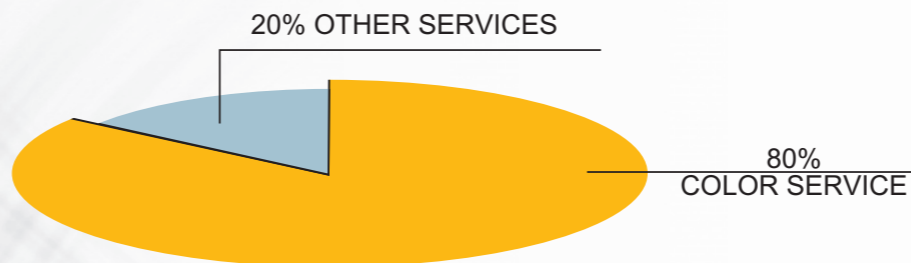
offers the possibility to create a **trust relationship** between the customer and the hairstylist, letting him realize his art using **advanced technology**, **natural derived raw materials** with **sure results** and **long lasting color!**



# the market

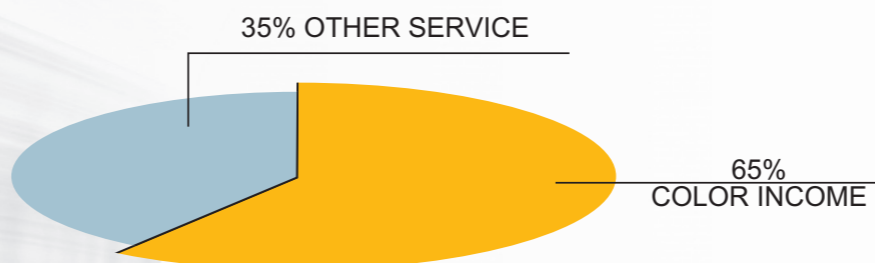
The last published datum says that the 80% of the Customers enter in salon to have

## COLOR SERVICE



So, color service is the most remunerative source in the salon, equal to

## 65% OF THE INCOME



**So, in order to offer an important service to the hairstylist,  
we need to satisfy customer needs.**

## What does a woman need from a permanent color?

protected and healthy hair and scalp

product delicacy

long lasting color

grey hair coverage

color shine

hair luminosity

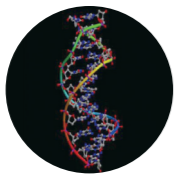
# the answer is

# 2020

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**2020 VISION** is an innovative integrated **method before-during-after technical service that guarantees total protection to scalp, hair and color.**

**2020 VISION** gives excellent results and it comprehends **products that act in synergy between them and extremely simple to use.**



- Thanks to **ACP Complex®** usage, an exclusive molecule included in the line, **the result is even longer and shiny** compared to traditional color;
- **Hair** will be **protected** thanks to **UV filters**;
- The **color** will be **more intense** thanks to **anti-oxidants** that combat free radicals;
- New generation **pure pigments** guarantee total coverage of grey hair at any level and with a perfect tone accuracy.



**2020 VISION** complete protection, extremely simple to use, easy to apply, sure results and guaranteed long lasting!

# 2020 research

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**The maximum protection** is obtained thanks to precious active principles contained in the line:

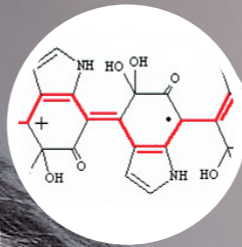
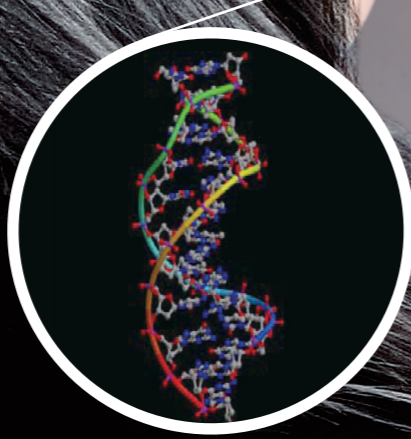
**ACP Complex®:** ultra protective molecule that guarantees a major long lasting color, leaving it more intense and shiny. ACP Complex® removes damaging chemical agents protecting the hair from free radicals, contrasts color fade and maintains the hair healthy and body. ACP Complex® comprehends: Melanin, Wasabia, Helianthus Annuus and Peroxide dismutase (SOD).

**Melanin:** combats the oxidative action of free radicals playing a fundamental role in this protection system; it's a biochemical component necessary to give color to the hair.

**Bisabolol:** active principle extracted from chamomile flower, it's very effective in decongesting and calming red scalp. It performs an emollient, refreshing, protective and hydrating action. It has also anti-inflammatory properties.

**Wheat Germ Oil:** it's a natural anti-oxidant and contains E Vitamin, one of the most effective anti-oxidants against free radicals, that proliferate by the effect of solar rays action. It has a strong emollient action.

**Silk Hydrolyzed Proteins:** silk is one of the few fibers produced in nature under form of filament from Bombyx mori (silkworm). Experimental tests demonstrated a protective and hydrating effect, thanks to its affinity to hydrophobic proteins as hair keratin. Silk Hydrolyzed Proteins delicately act on the hair giving it an enviable softness.



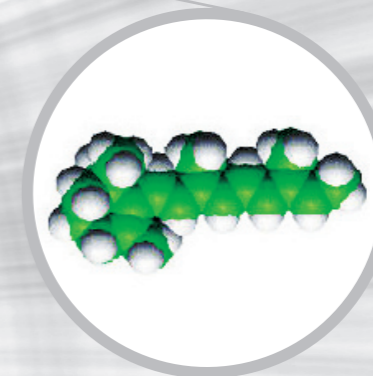
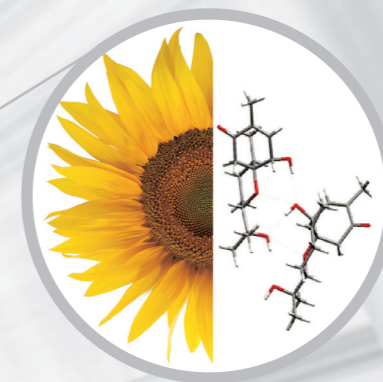
# ch and nature



**Wasabia Japonica Root Ferment Extract:** extract contained in the ACP Complex® from which root we obtain Peroxidase. This plant from the family of Cruciferae, has strong anti-microbe properties and thanks to its 4 composts (oxidoreductase, isocyanates, glucosinolates, glucosinates), it's able to neutralize free radicals.

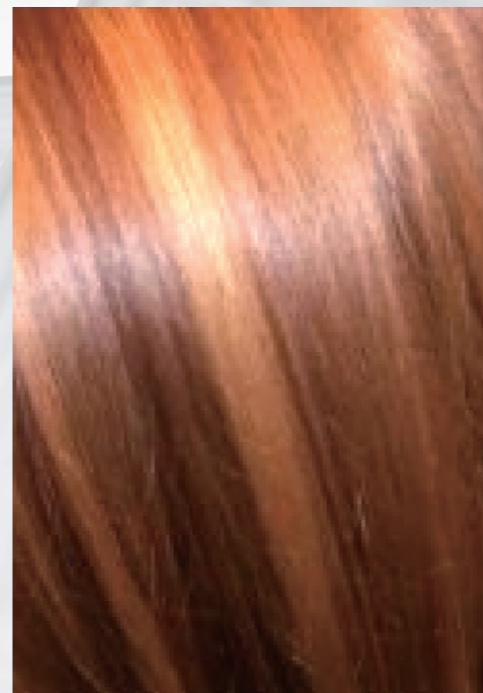
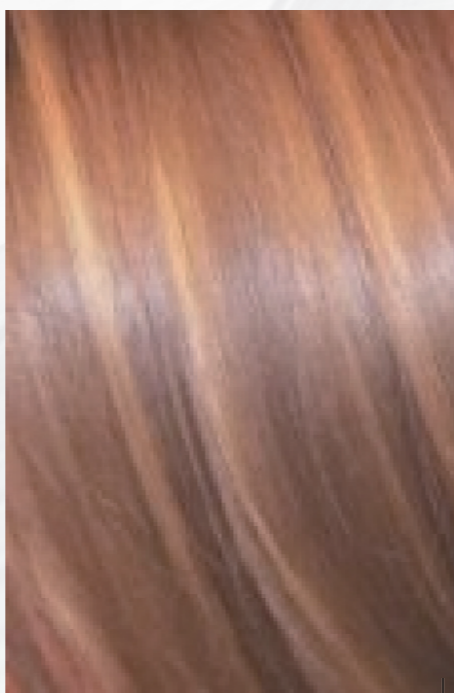
**Helianthus Annuus (Heliogenol):** sunflower seeds extract that performs an anti-radical, protective action on the color. It's rich in emollient substances that maintain the hair soft and silky. It protects the hair from UV rays and repairs capillary structure.

**Vitamins:** substances function as antioxidants to augment and maintain hair strength, softness and hydration.



ACTIVE PRINCIPLE	ACTION
ACP Complex®	Increase long lasting color
Melanin	Combat free radicals
Wasabia Japonica	Neutralize free radicals and anti-microbe
Helianthus Annuus	Anti-radical and protective
Bisabolol	Decongesting, emollient, hydrating
Wheat Germ Oil	Anti-oxidant and emollient
Silk Hydrolyzed Proteins	Protective, hydrating and illuminant
Vitamins	Anti-oxidant and hydrating

HAIR TREATED  
WITH TRADITIONAL COLOR



HAIR TREATED WITH  
COLORLY 2020 with ACP Complex®

# 2020

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# the advai

## COLOR

Specific products for hair color: **Colorly 2020** (color cream) and **Easily Blond 2020** (bleaching powder), in synergy with **Oxily 2020** (oxidizing emulsion), give perfect results respecting capillary structure.

### **COLORLY 2020 with ACP Complex® - 3 level based:**

Percentages of 3 primary colors are indicated in the table.

New formulation hair color cream for a more effectiveness and delicacy. It guarantees protection, luminous hair and brilliant, longer lasting color thanks to ACP Complex®. This innovative molecular complex, formulated with the most effective UV filters and the anti-oxidizing to combat free radicals, protects, strengthens and extends color balance, longevity and intensity of the color both during and after the technical service.

New generation pure pigments used in this formula, ensure total grey coverage at any level with perfect accuracy of tone.

Simple to use and mix, it's easy to apply for perfect results.

**Available in 20 series with 92 shades, mixable.**

Tube 2.03 fl oz



**N - Natural:** perfectly balanced to reflect naturally occurring tonal value and deliver maximum gray coverage at any level.

**NI - Natural Intense:** the balance of the "N" Series with increased pigment weight and base, formulated to deliver 100% coverage on the most resistant gray or textures.

**TN - Mediterranean:** natural balance enriched with vibrant warmth. Formulated to deliver rich golden browns and warm blondes. The perfect addition for maximum gray coverage in warmer red/gold formulas.

**CH - Chocolate:** the rich and simply sensuous blend of the most desirable and dimensional chocolate browns. Beautiful alone or as a formula base. Delivers exceptional gray coverage.

**CP - Chocolate Chili Pepper:** the perfect blend of chili pepper red added to the rich CH Chocolate base. Rich in dimension and balance for almost any skin tone. Delivers beautiful dimensional highlights when applied for gray coverage.

**1B, 1V, 1C - Magic Blacks:** Daring Black with the deepest reflection of midnight blue, violet or blue-black.

**C - Ash:** perfectly balanced to deliver natural ash and consistent control against unwanted warmth without creating overly-drab results.

**B - Beige:** true, natural beige without unwanted red or ash undertones. Ideal for classic blondes and delicate control against warmth or soft coverage of gray.

**BD - Classici:** Classic 7<sup>th</sup> and 8<sup>th</sup> level Beige-blond with a balanced understated gold.

**D - Gold:** brilliant gold, perfectly balanced to deliver vibrant warmth when used alone or rich golden tonal balance when supporting additional series or gray coverage formulation.

**RD - Autumn:** Rich reds with complex autumn gold undertones in level 4-8.



# anced technology

**R - Copper Red:** Fiery red tones with rich translucent depth and reflection. Perfect to add controlled copper tones for warm based formulations or to add rich but subtle red to gray coverage formulations.

**T - Titian:** The rich blend of brilliant woven gold and fiery copper preferred by the Renaissance Master. Ideal to create the truest naturally occurring golden-red tones.

**FM, FA - Tutti Frutti:** The perfect reflection of delicious Tangerine orange-red and Apricot golden-orange tonality.

**RF, RR - Red Flame:** fire-breathing red! A beautiful and bold intense red series designed to add a complex fire-like reflection to any formulation or alone as a brilliant signature red.

**V, P, RU - Violet/Irisee:** A rich series in reflective Violet, Plum and Ruby reds. Ideal for fashion color or to impart distinct richness and reflection in more subtle formulations.

**MB, MR, MP - Florentia:** our rich Mahogany highlighted by the perfect balanced addition of Copper and Plum dimensional tones.

**M - Mahogany:** Mahogany perfectly blended to rich 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> level depth for excellent coverage and reflection.

**A - Arctic:** The perfect 11 Series Nordic Blonds, as soft, rich, cool and pearlescent as the names indicate. Ideal for lift, deposit or stunning soft coverage on gray.

**SS - Superlight:** A full range of exceptional high-lift blondes from delicate warmth to platinum. Maximum lift combined with outstanding tonal refinement while maintaining perfect COLORLY 2020 condition.

**Accentutones:** The three primary color base concentrates and Clear. Ideal to add primary color intensity or to support color correction. "N" Clear Accentutone is a clear non-pigmented base that may be used to adjust color intensity or to add gloss and shine to porous, dull hair.

## **EASILY BLOND 2020 with Helianthus Annuus** **Micro granular bleaching powder**

Exclusive micro granular, dust-free decolorizing powder that offers the speed and lift of a powdered lightener with the conditioning and protective benefits of a cream. Ideal for on or off the scalp decolorizing services and color removal. Easy to mix, it doesn't swell and remains compact during the whole application. It is recommended for decolorizing up 6 levels.

Jar 17.64 oz

Box with 50 sample of 1,06 oz



## **OXILY 2020 con ACP Complex®** **Oxidizing emulsion**

Protecting oxidizing emulsion stabilized at balanced pH to color and discolor the hair. The ingredients create an ideal synergy with color cream and its pigments. Its creamy formula rich in ACP Complex®, emollient and conditioning substances, make it very delicate on the hair even at high volumes and ensures a more luminous and shiny color.

Bottle of 33.81, 6.09, 2.03 fl oz

10, 20, 30, 40 volumes



**COLORLY 2020 LEVEL VALUES**

Accentuatori	AR	AG	AB	N														
SS	SSN								SSC	SSB		SSD		SSR		SS		
COLOR SERIES	NATURALI (N)	NATURAL INTENSE (NI)	MEDITERRANEI (TN)	CHOCOLATE (CH)	CHOC. CHILI PEPPER (CP)	NERI MAGICI			CENERI (C)	BEIGE (B)	CLASSICI (BD)	DORATI (D)	AUTUNNO (RD)	RAMATI (R)	TIZIANI (T)			
Arctic 11																		
ULTRALIGHT BLONDE 10	10N		10TN						10C			10D						
LIGHTEST BLONDE 9	9N	9NI	9TN						9C	9B		9D						
LIGHT BLONDE 8	8N	8NI	8TN						8C	8B	8BD	8D	8RD	8R	8T			
MEDIUM BLONDE 7	7N	7NI	7TN						7C	7B	7BD	7D	7RD	7R	7T	7P		
DARK BLONDE 6	6N	6NI	6TN						6C	6B		6D	6RD	6R	6T			
LIGHT BROWN 5	5N	5NI	5TN	5CH	5CP				5C			5D	5RD					
MEDIUM BROWN 4	4N	4NI	4TN	4CH	4CP								4RD					
DARK BROWN 3	3N			3CH														
DARKEST BROWN 2	2N																	
BLACK 1	1N							1B	1V	1C								
Percentages of Blue, Red and Yellow	45 30 25	Designer Series	20 40 40	Designer Series	Designer Series	Designer Series	Designer Series	Designer Series	70 10 20	40 40 20	Designer Series	10 25 65	Designer Series	0 80 20	0 70 30			
	Neutral, Slightly Cool	intense Natural for Very Resistant Hair	Adds Warmth Without Red	Rich, Dimensional Chocolate Browns	Chocolate Spiced with Chili Pepper			Deep Midnight Blue, Violet and Blue Black				Cancels Red and Orange	Cancels Yellow and Gold	Adds Delicate Golden Beige	Adds Golden Tone	Adds Rich Auburn to Brown & Blonde	Adds Copper Red Tone	Adds Orange Red Tone

													Accentuatori												
SSM													SSA			SS									
TUTTI FRUTTI (FA, FM)			ROSSI FIAMMANTI (RF, RR)			IRISÉE (V, P, RU)			FLORENTIA (MB, MR, MP)			MOGANI (M)			ARCTIC (AA, AC, AP)			COLOR SERIES							
													11AP	11AA	11AC	Arctic		11							
													PALE YELLOW			10									
9FA													YELLOW			9									
8FA													YELLOW ORANGE			8									
7FM		7FA		7RF		7RR		7MR		7MB		7MP		ORANGE			7								
6RF				6P		6RU		6M			RED ORANGE			6											
5V				5P		5M			RED			5													
4V				4M			RED VIOLET			4															
													VIOLET			3									
													BLUE VIOLET			2									
													BLUE			1									
0		0		Designer Series		Designer Series		35		20		10		10		10		10		Designer Series		Designer Series		Designer Series	
75		60				65		80		80		80		80		80		80							
25		40				0		0		5		10		10		10		10							
Adds Intense Tangerine & Apricot Tone			Adds intense Fire Red Tone			Adds Violet Plum Tone			Adds Plum Burgandy Tone			Adds Plum Burgandy Tone			Soft Rich Cool & Pearlescent-Nordic Blondes										

NATURAL COLOR CONTRIBUTION

**2020**  
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# support products

**Colorly 2020** cream color is formulated and enriched with the most effective restructuring and conditioning agents available. As a result, **Colorly 2020** is able to balance, fill and protect during the color process. As a result and as a result of your expertise, you can be sure that your color clients will have beautiful well-conditioned hair.

Unfortunately, not every color client you will encounter came to you first - As such, you will undoubtedly be faced with the task of performing your color service on hair that is in far less than average condition. Recognizing these challenges, **ITOLY**<sup>®</sup> HAIR FASHION has developed a comprehensive line of pre, during and post color support solutions to ensure that your results always reflect the very best of your efforts and expertise.

## PROBLEM:

**reddened or very sensitive scalp**

## SOLUTION:

**DESENSITIZER 2020 with ACP Complex<sup>®</sup>**

Protective and desensitizing fluid lotion for the scalp enriched with ACP Complex<sup>®</sup> and Silk Proteins. Its composition acts before and during color process through essential oils synergy that protect skin and hair during the color application. Its formula combines the calming action of Bisabolol, Wheat Germ, Roman Chamomila and A Vitamin, with the protective action of ACP Complex<sup>®</sup> and Silk Proteins. Indicated for sensitive or reddened scalps. It doesn't alter the color.

Box of 12 pcs, 0.17 fl oz



**PROBLEM:****delicate and pre-disposition to skin stains****SOLUTION:****ANTI-STAIN 2020 with Bisabololo**

Delicate oil rich in Bisabolol that reduces color stain and prevents the color from direct contact with the skin, forming a protective film. Apply on forehead and nape delicately preventing color deposit on the skin.

8.45 fl oz bottle

**PROBLEM:****overly porous or overly processed and dry****SOLUTION:****EQUALIZER 2020 with ACP Complex®**

Instant balancing fluid for defibered hair rich in ACP Complex®. It restructures excessively porous hair and optimizes hair capacity to absorb the color, improving its uniformity. Its composition is rich in Silk, Wheat, Corn and Soy Proteins that perform a balancing action on the hair. Ideal before every technical service, Equalizer improves color luminosity thanks to ACP Complex®.

Spray bottle 8.45 fl oz

**PROBLEM:****color stains on the scalp****SOLUTION:****COLOR CLEANER 2020 with Bisabololo**

Delicate fluid ideal to remove from the skin color stains which may occur during the application. It performs an emollient and decongesting action thanks to Bisabolol contained in the formula.

Bottle 8.45 fl oz

protection  
at 360  
degrees

	SCALP	HAIR	COLOR
<b>Desensitizer 2020</b>	•		
<b>Anti-Stain 2020</b>	•		
<b>Equalizer 2020</b>		•	
<b>Colorly 2020</b>		•	•
<b>Easily Blond 2020</b>		•	•
<b>Oxily 2020</b>		•	•
<b>Color Cleaner 2020</b>	•		



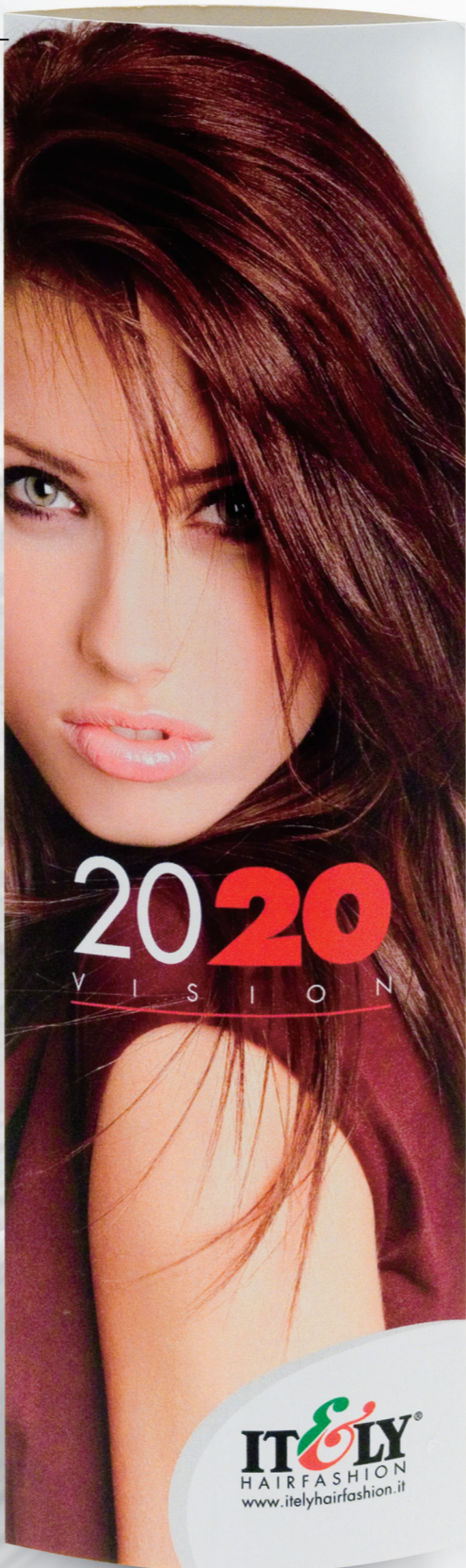
# 2020 VISION merchandising

## TOTEM

high visible impact communication, refined and elegant to promote color service

## CUBES KIT

3 cubes kit to communicate inside the salon the innovative 2020 Vision method



**BRUSH**  
with milled bristles

## BOWL

with handle for a more comfortable usage



**COMB**  
large prongs



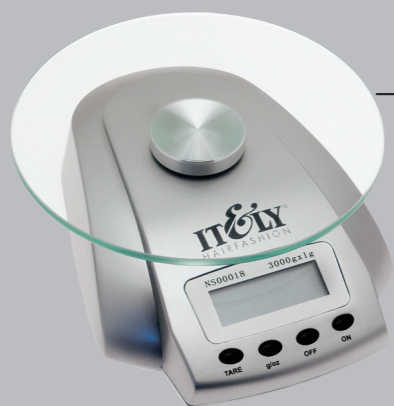
**ALUMINUM KIT**  
practical aluminum kit with 3 40-meter rolls to be inserted in the Color Trolley

## SHAKER

useful instrument for perfect mixing



# and communication



## BALANCE

electronic balance for accurate measuring

## TIMER

for better timing



## KIMONO

elegant kimono anti-stain for the customer with bi-frontal logo

## APRON

practical anti-stain apron for colorists



## DISPOSABLE COLOR GOWN

anti-stain, transpiring and new soft-touch material

## COLOR TROLLEY

every color service becomes a personalized gesture



## COLOR CHART

book with 92 removable shades to be placed in the hair. Essential instrument for the choice of the right shade





Itely Hairfashion is committed to creating an eco-friendly corporate environment as well as the use of emerging green technologies in the production of its extensive line of environmentally friendly hair care products.



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