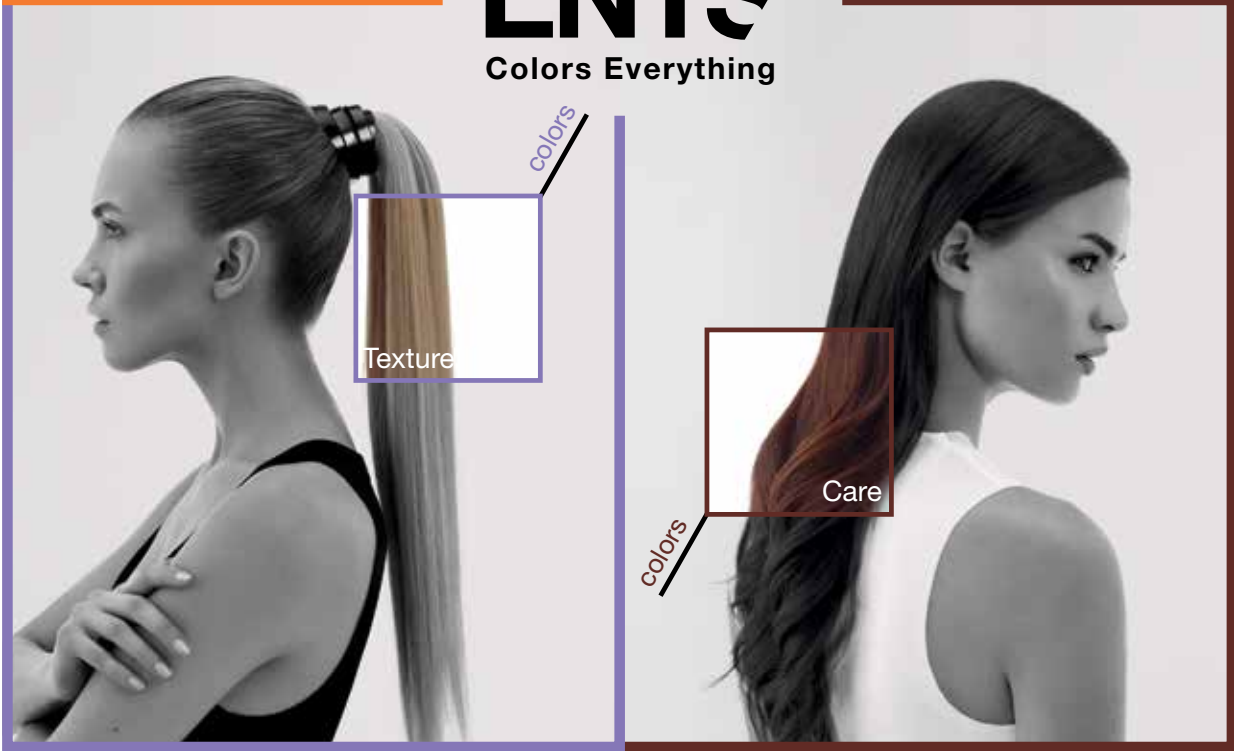




# PIGMENTS

Colors Everything



ALFAPARF  
MILANO

# PIGMENTS

## Colors Everything

**NO MORE LIMITS FOR PROFESSIONAL HAIR COLOR ARTISTRY**



**A real innovation** that has never been seen before in the Professional Hair Care Industry. **An incredibly versatile product** for endless possibilities for professional hairstylists.

**2 Patents Pending**

6 pure ultra concentrated pigments for high color versatility				
.3 COLOR <b>Gd</b> Gold	.4 COLOR <b>Cp</b> Copper	.6 COLOR <b>Rd</b> Red		
.13 COLOR <b>Ag</b> Ash Gold	.21 COLOR <b>Va</b> Violet Ash			
.35 COLOR <b>Gm</b> Golden Mahogany		+	CARE + COLOR <b>Hd</b> Hydrating Shampoo	
			CARE + COLOR <b>Hd</b> Hydrating Mask	
			<b>Shampoo and Mask for at home care</b>	

# 6 pure ultra concentrated pigments

The PIGMENTS brand is composed of 6 pure ultra concentrated pigments that are intermixable for endless in-salon customization:

- Colors can be mixed together to create the perfect, customized shades.
- Intensity of the color can be calibrated by using different quantities of product.

We are talking about extremely high levels of service customization and creativity. Suitable for **natural**, **color-treated** or **bleached hair**.

**Gold .3**  
To revive warm blonde tones or add new golden shades.

**Copper .4**  
To enhance copper tones or create new copper shades.

**Red .6**  
To revive the brightness of reds or create new red shades.

**Ash Gold .13**  
To enhance blonde and light brown tones or add new beige shades.

**Golden Mahogany .35**  
To add depth to dark brown tones or create new golden mahogany shades.

**Violet Ash .21**  
To amplify cool tones, neutralize undesired yellow tones, and revive grey/white hair.

PF014106      PF014102      PF014101      PF014105      PF014104      PF014103

Salon size: 90 ml / 3.04 Fl. Oz. bottle  
PARABEN-FREE

### In Salon

Pure pigments can be mixed in all services to add a dose of color during the service, or to intensify and add shine to any color.

When we say that **PIGMENTS** colors everything, we mean it.

### At Home

You can now customize the shampoo and mask with color for your clients to take home.

How can pure pigments color everything:

Because they adapt to any environment

The pure ultra concentrated pigments can change their structure according to the pH surrounding them, whether it's alkaline or acidic.

**PIGMENTS** have a powerful molecular structure adaptable to any pH level.

**PIGMENTS** new carrier technology preserves the pigments' integrity, pureness and performance.



# PIGMENTS

In Salon

to

## CREATE NEW COLOR SHADES

Mix pure pigments with Evolution of the Color<sup>3</sup>, Thermae SPA or Color Wear or any other color brand **to create new and customized colors** to propose to your clients. Refer to the chart on page 10 for mixing ratios.

## PROPOSE A FIRST TIME COLOR ON NATURAL HAIR

For clients who desire to add reflections to their natural hair, without needing to cover grey, but who are afraid of a "real" color commitment. Propose a **pigmented treatment using a mask**. We recommend combining pure pigments with the **PIGMENTS mask** or any another treatment line that meets the client's hair type needs. Color longevity: from 5 to 12 shampoos

## REVITALIZE COLOR IN-BETWEEN SERVICES

Propose a pigmented service + mask to those clients who wish **to refresh a cosmetic color**. Color longevity: from 5-12 shampoos

## BOOST UNPRECEDENTED SHINE

You won't believe it, but **our pure pigments work well even if mixed with water!** A new, easy and quick service (processing time 5 minutes), for unparalleled shine. Refer to the chart on page 10 for mixing ratios.

## SIMPLE RE-PIGMENTATION FOR COLOR CORRECTION

Finally, the perfect tool!



Color

Color achieved with **PIGMENTS Copper .4** mixed with **COLOR WEAR 8.44** and **6.4**.

# PIGMENTS

In Salon

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**MAKE USE OF A TREATMENT  
PROCESSING TIME TO  
REVITALIZE COLOR AS WELL**

For those clients who come to the salon for a quick blow out, but really need a treatment to improve the condition of the hair. Why not propose to **revitalize their color while performing a CARE treatment?** Just mix the pure pigments with a shampoo, conditioner, mask or vial and apply as usual. Refer to the chart on page 10 for mixing ratios.

Care



Color achieved using **PIGMENTS Golden Mahogany .35** mixed with **PIGMENTS Nutritive Mask**.

# PIGMENTS

In Salon

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## MAKE USE OF A TEXTURE SERVICE PROCESSING TIME TO REVITALIZE COLOR AS WELL

We know very well how long texture services take and how much they can affect the hair color. **For the first time, you can revitalize or correct hair color while performing a texture service.**

## WITH LISSE DESIGN



Mix the pure pigments with the Smoothing Fluid. Refer to the chart on page 10 for mixing ratios. Color Longevity: from 5 to 12 shampoos



Color achieved using PIGMENTS Violet Ash .21 mixed with LISSE DESIGN Smoothing Fluid during a smoothing treatment.

# PIGMENTS

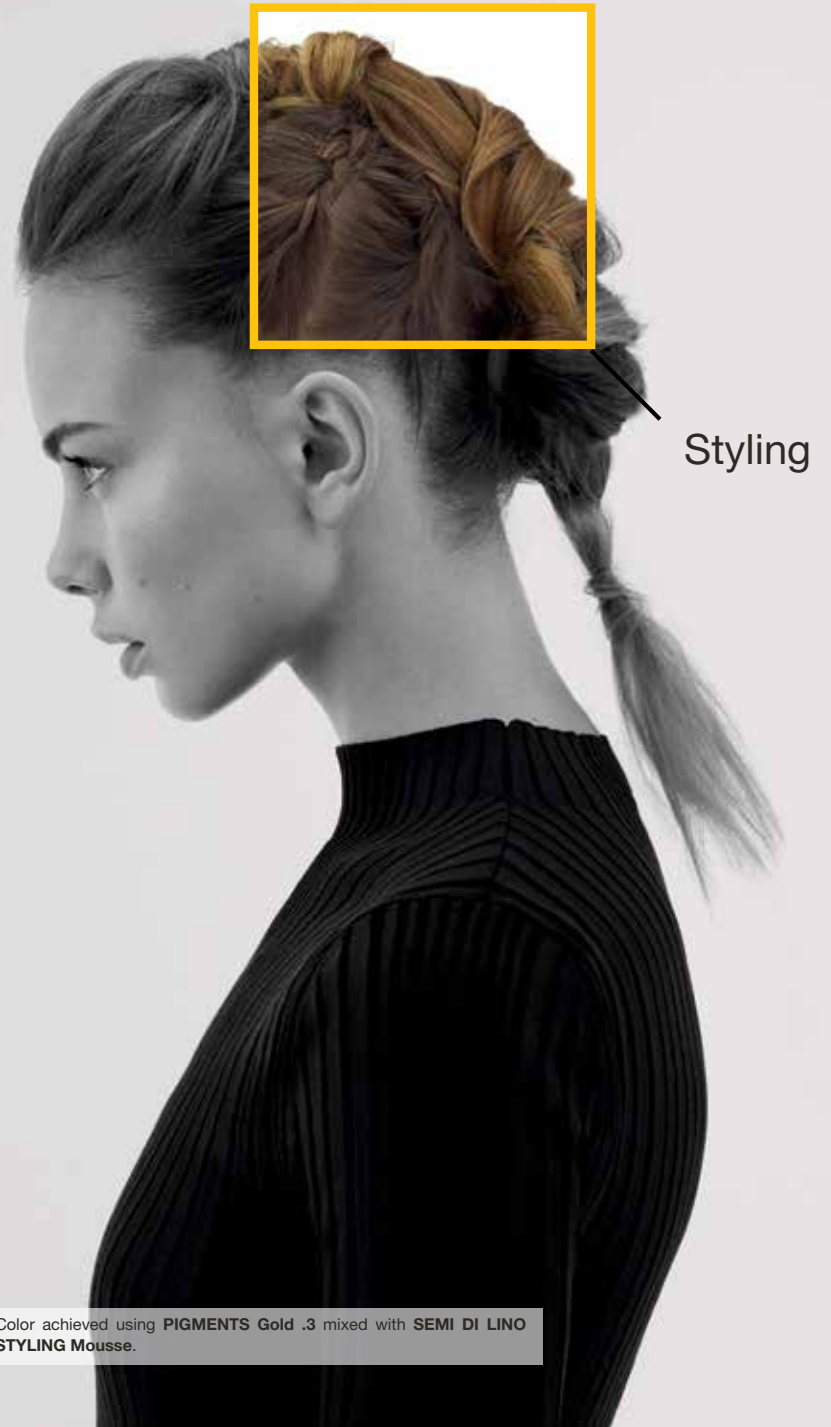
In Salon

to

## ENRICH YOUR STYLE WITH A TOUCH OF COLOR

Revitalize color or customize new shades by applying from roots to ends or just on certain sections. Mix pure pigments with a variety of styling products such as mousses, creams, and gels.

Color Longevity: up to 5 shampoos



Styling

Color achieved using PIGMENTS Gold .3 mixed with SEMI DI LINO STYLING Mousse.



# Shampoo and Mask for At Home Color Care

## Hydrating

A mixture of active ingredients creates a special film that wraps around the hair, thus retaining water already present and adding shine.



PF014095

PF014098

**Shampoo size:** 200 ml / 6.76 Fl. Oz. bottle  
**SULFATE-FREE & PARABEN-FREE**

**Mask size:** 200 ml / 6.91 Fl. Oz. jar  
**PARABEN-FREE**

**We have created a shampoo and mask specifically for the PIGMENTS line:**

- These products are formulated for extraordinary coloring action of the pure pigments and to make the mixture stable for an incredible performance of up to 12 months.
- These products ensure perfect stability so they can be color customized for clients to take home.

**PIGMENTS' Hydrating Shampoo and Mask color customized by your hairstylist:**

- Maintain/Revitalize color; from color service to color service
- Remove unwanted tones
- Enhance grey or naturally white hair

**PIGMENTS' Hydrating Shampoo and Mask are the ideal vehicle for PIGMENTS colors because:**

- Blending process is very easy
- Results are homogeneous
- Long-lasting performance and stability (up to 12 months)

\*Please refer to [usa.alfaparf.com](http://usa.alfaparf.com) for the prescription card which provides the client with directions, cautions, ingredients, and how to use the customized hair care product.

# MIXING RATIO CHART

\* Pigments must be diluted prior to application.

CARE	SERVICE	WHERE TO MIX	MIXING RATIO	PROCESSING TIME	HOW TO USE	LONGEVITY
	Natural Hair (no cosmetic color)	Mask and Conditioner	Levels 8-9-10 3/4oz (20g) Mask/ Conditioner + 1g (2 pumps) Pigments Levels 6-7 3/4oz (20g) Mask/ Conditioner + 2g (4 pumps) Pigments Level 4-5 3/4oz (20g) Mask/ Conditioner + 4g (8 pumps) Pigments Level 1-2-3 3/4oz (20g) Mask/ Conditioner + 8g (16 pumps) Pigments	20/30 minutes	Apply to towel-dried hair, after shampoo. After the processing time, rinse thoroughly.	From 5 to 12 Shampoos
	Revitalize/ Customize a color during treatments	Shampoo, Conditioner, Mask and Vials	Levels 8-9-10 3/4oz (20g) Mask/Shampoo/Vial/Conditioner + 1g (2 pumps) Pigments Levels 6-7 3/4oz (20g) Mask/Shampoo/Vial/Conditioner + 2g (4 pumps) Pigments Levels 4-5 3/4oz (20g) Mask/Shampoo/Vial/Conditioner + 4g (8 pumps) Pigments Levels 1-2-3 3/4oz (20g) Mask/Shampoo/Vial/Conditioner + 8g (16 pumps) Pigments	3/5 Minutes	Apply Pigments Mixture onto the hair distribute evenly. Rinse thoroughly when processing time is complete.	From 5 to 12 Shampoos
	Shine Service	Water	Levels 8-9-10 3/4oz (20g) Water + 1g (2 pumps) Pigments Levels 6-7 3/4oz (20g) Water + 2g (4 pumps) Pigments Levels 4-5 3/4oz (20g) Water + 4g (8 pumps) Pigments Levels 1-2-3 3/4oz (20g) Water + 8g (16 pumps) Pigments		Apply Pigments/ Water Mixture onto Shampooed, towel dried hair and distribute evenly. Rinse thoroughly when processing time is complete.	From 5 to 12 Shampoos
	Refresh Natural and Cosmetic Color	Mask and Conditioner	Levels 8-9-10 3/4oz (20g) Mask/ Conditioner + 1g (2 pumps) Pigments Levels 6-7 3/4oz (20g) Mask/ Conditioner + 2g (4 pumps) Pigments Level 4-5 3/4oz (20g) Mask/ Conditioner + 4g (8 pumps) Pigments Level 1-2-3 3/4oz (20g) Mask/ Conditioner + 8g (16 pumps) Pigments	3/10 minutes	Apply Pigments Mixture onto the hair and distribute evenly. Rinse thoroughly when processing time is complete.	From 5 to 12 Shampoos
	Home Care: Color and Hair Maintenance (Hydration Shampoo and Mask)	Shampoo and Mask	6.76oz (200ml) + 8g (16 pumps) Pigments	2/3 minutes	Apply shampoo and/or mask premixed with Pigments to wet hair, rinse thoroughly after processing time is complete.	From 2 to 3 Shampoos



	SERVICE	WHERE TO MIX	MIXING RATIO	PROCESSING TIME	HOW TO USE	LONGEVITY
COLOR	Create new shades/ enhance or adjust the color result	Permanent (Evolution Of Color/ Thermae Spa) Demi Permanent (Color Wear) Semi Permanent (rEvolution)	Levels 8-9-10 2oz (60g) Color + 1g (2 pumps) Pigments Levels 6-7 2oz (60g) Color + 2g (4 pumps) Pigments Levels 4-5 2oz (60g) Color + 3g (6 pumps) Pigments Levels 1-2-3 2oz (60g) Color + 6g (12 pumps) Pigments	Follow timing according to color product you are using	Add Pigments to the color after mixing with the developer.	n/a
	Repigmentation	Water	See Repigmentation Chart	5 minutes	Apply to dry hair, leave 5 minutes, rinse, dry hair and apply final color.	n/a

	SERVICE	WHERE TO MIX	MIXING RATIO	PROCESSING TIME	HOW TO USE	LONGEVITY
TEXTURE	Enrich/Correct Color during a Smoothing Service	Lisse Design Smoothing Fluid or any other smoothing treatment	2 1/4 oz (80ml) Smoothing Fluid + 10g (20 pumps) Pigments Cool Blonde (.21 or .13) 2 1/4 oz (80ml) Smoothing Fluid + 4g (8 pumps) Pigments Warm Blonde (.21 on level 7 or lighter) 2 1/4 oz (80ml) Smoothing Fluid + 8g (16 pumps) Pigments Red .6, Brown .35, Copper .4, Gold .3	According to Smoothing Method uses	Apply Pigments + Smoothing Fluid evenly all over. Proceed according to application directions.	From 5 to 12 Shampoos
	Enrich/Correct Color during a Straightening Service	Sodium Hydroxide, Thioglycolate, or Guanidine Neutralizer	Levels 8-9-10 3 1/4oz (100 ml) Neutralizer + 5g (10 pumps) Pigments Levels 6-7 3 1/4oz (100ml) Neutralizer + 10g (20 pumps) Pigments Levels 4-5	The recommended time for neutralizing	Apply Pigments + Neutralizer. Apply evenly all over, rinse when processing time is complete.	
	Enrich/Correct Color during a Perm Service	Neutralizer	3 1/4oz (100ml) Neutralizer + 20g (40 pumps) Pigments Levels 1-2-3 3 1/4oz (100ml) Neutralizer + 40g (80 pumps) Pigments			

	SERVICE	WHERE TO MIX	MIXING RATIO	PROCESSING TIME	HOW TO USE	LONGEVITY
STYLING	Enrich styling with color	Mousses, gels, liquids, and fluids	1/2 Pump Pigments	n/a	Use gloves, apply to damp hair. If hair is bleached apply to wet hair.	Up to 5 Shampoos

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Follow us on    
@AlfaparfUSA  
and [usa.alfaparf.com](http://usa.alfaparf.com)

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contact our **Technical Support Hotline** at **855-APM-HAIR (855-276-4247)**.

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