

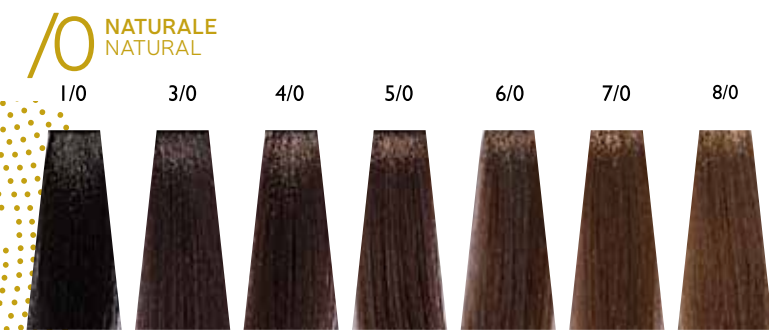
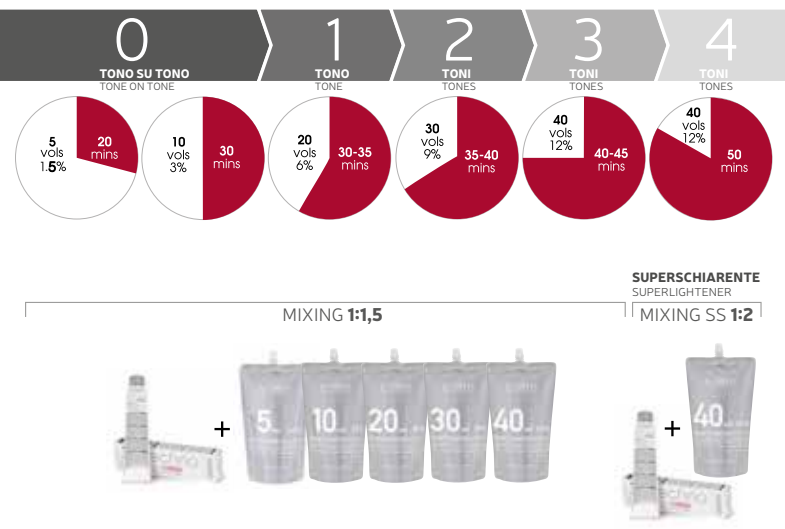


TABELLA APPLICATIVA / APPLICATION TABLE



PRIMA APPLICAZIONE SU CAPELLI NATURALI / FIRST TIME APPLICATION



TABELLA PER LA SCELTA DEI VOLUMI DELL'OSSIDANTE / OXIDATION VOLUME CHART

| Target Level  |     | 1                           | 2           | 3           | 4            | 5            | 6            | 7            | 8            | 9               | 10              |
|---------------|-----|-----------------------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|-----------------|-----------------|
| Natural Level | /1  | 5 Vol - 1.5%<br>10 Vol - 3% | 20 Vol - 6% | 30 Vol - 9% | 40 Vol - 12% | BLEACH       | BLEACH       | BLEACH       | BLEACH       | BLEACH          | BLEACH          |
|               | /2  | 5 Vol - 1.5%<br>10 Vol - 3% | 10 Vol - 3% | 20 Vol - 6% | 30 Vol - 9%  | 40 Vol - 12% | BLEACH       | BLEACH       | BLEACH       | BLEACH          | BLEACH          |
|               | /3  | 5 Vol - 1.5%<br>10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3% | 20 Vol - 6%  | 30 Vol - 9%  | 40 Vol - 12% | BLEACH       | BLEACH       | BLEACH          | BLEACH          |
|               | /4  | 5 Vol - 1.5%<br>10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3%  | 20 Vol - 6%  | 30 Vol - 9%  | 40 Vol - 12% | BLEACH       | BLEACH          | BLEACH          |
|               | /5  | 5 Vol - 1.5%<br>10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3%  | 10 Vol - 3%  | 20 Vol - 6%  | 30 Vol - 9%  | 40 Vol - 12% | SUPER LIGHTENER | SUPER LIGHTENER |
|               | /6  | 5 Vol - 1.5%<br>10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%  | 20 Vol - 6%  | 30 Vol - 9%  | 40 Vol - 12%    | SUPER LIGHTENER |
|               | /7  | 5 Vol - 1.5%<br>10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%  | 20 Vol - 6%  | 30 Vol - 9%     | 40 Vol - 12%    |
|               | /8  | 5 Vol - 1.5%<br>10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%  | 20 Vol - 6%     | 30 Vol - 9%     |
|               | /9  | 5 Vol - 1.5%<br>10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%     | 20 Vol - 6%     |
|               | /10 | 5 Vol - 1.5%<br>10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3% | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%  | 10 Vol - 3%     | 10 Vol - 3%     |

NEI CASI IN CUI SUI CAPELLI DA TRATTARE SI DEBBANO RECUPERARE (CIOE' SCURIRE) PIU' DI DUE TONI, E' NECESSARIO PROCEDERE IN FASE PRELIMINARE AD UNA RIPIGMENTAZIONE / RIPIGMENTATION IS NECESSARY WHEN WORKING WITH HAIR THAT NEEDS TO BE DARKENED BY TWO OR MORE LEVELS AND MUST BE CARRIED OUT BEFORE COLORING.

IT CREMA COLORANTE AD OSSIDAZIONE PERMANENTE

- BENEFICI**
- Perfetta copertura dei capelli bianchi
  - Massimo rispetto della struttura del capello
  - Straordinaria cosmeticità e brillantezza
  - Risultati colore precisi, affidabili e di lunga durata

E CREMA COLORANTE A OXIDACIÓN PERMANENTE

- BENEFICIOS**
- Perfecta cobertura de los cabellos blancos
  - Máximo respeto de la estructura del cabello
  - Extraordinaria cosmetición y luminosidad
  - Resultados de colores precisos, fiables y de larga duración

F COLORATION CRÈME PERMANENTE

- AVANTAGES**
- Couverture parfaite des cheveux blancs
  - Respect optimal de la fibre capillaire
  - Brilliance extraordinaire et cosméticité supérieure
  - Résultats couleur précis, fidèles aux mèches du nuancier, durables

NL KLEURCRÈME MET PERMANENTE OXIDATIE

- VOORDELEN**
- Perfecte dekking van grijs haar
  - Maximaal respect voor de haarstructuur
  - Buitengewone cosmeticeit en glans
  - Nauwkeurige, betrouwbare en duurzame kleurresultaten

AR الفوائد

تغطية مثالية للشعر الرمادي  
الحفاظ على بنية الشعر و تركيبته  
تألق ولمعان رائع للشعر  
صبغة مثالية و دقيقة ولون يدوم طويلاً

DK

PERMANENT OKSIDERING HÅRFARVECREME

- FORDELE**
- Dækker perfekt grå hår
  - Maksimum respekt for hårstrukturen
  - Ekstraordinær glans og fremragende kosmetisk effekt
  - Præcis og ægte prøve og længevarende farveresultater

GB PERMANENT OXIDATION HAIR COLORING CREAM

- BENEFITS**
- Perfect grey cover
  - Maximum respect for the hair structure
  - Extraordinary brilliance and superior cosmetic action
  - Precise, true to swatch and longer lasting color results

P CREME COLORANTE DE OXIDAÇÃO PERMANENTE

- BENEFÍCIOS**
- 100% de cobertura dos cabelos brancos
  - Máximo respeito com a estrutura interna e externa dos cabelos
  - Extraordinária cosmetidade e brilho
  - Cria cores precisas, de confiança e brilhantes

PL KREM DO TRWAŁEJ KOLORYZACJI

- ZALETY**
- Perfekcyjne pokrycie siwizny
  - Maksymalne bezpieczeństwo struktury włosa
  - Niewiarygodny blask i trwałość koloru
  - Precyzyjne, wierne próbkom, długo utrzymujące się kolory

D PERMANENTE, OXIDATIVE KOLORATION-CREME

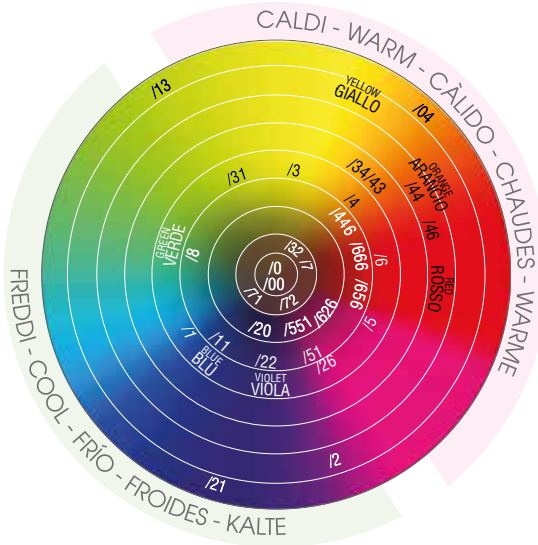
- VORTEILE**
- Perfekte abdeckung weißer haare
  - Maximale schutzwirkung der haarstruktur
  - Einzigartige kosmetik und brillanz
  - Präzise, zuversichtliche und lang anhaltende farbergebnisse

SRB TRAJNO OKSIDACIONA BOJA ZA KOSU U OBLIKU KREME

- BENEFIT**
- Perfektno pokriva sede
  - Maksimalno štiti sve strukture kose
  - Brilljantan i superioran kozmetički tretman
  - Precizni, postojani i dugotrajni rezultati

RUS СТОЙКАЯ КРЕМ-КРАСКА ДЛЯ ВОЛОС С ОКИСЛЯЮЩЕЙ ЭМУЛЬСИЕЙ

- ДОСТОИНСТВА**
- Идеальное окрашивание седины
  - Бережное сохранение здоровой структуры волос
  - Удивительная насыщенность оттенков и интенсивное косметическое воздействие
  - Точно совпадающие с цветовой палитрой, очень стойкие оттенки



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NEW PPD  
FREE FORMULA

119 NUANCES  
23 SERIE COLORE  
COLOR SERIES

+1 serie/ series  
• EXTRA RED  
• SUPERSCHIARENTI  
SUPERLIGHTENERS

KDS TECNOLOGIA

IL KERATIN DELIVERY SYSTEM è un sistema unico che trasporta nella corteccia, la parte più interna della struttura del capello:

- Micropigmenti coloranti
- Preziosi principi attivi rigeneranti
- Materia cheratinica e sostanze proteiche ristrutturanti

KDS TECHNOLOGY

The KERATIN DELIVERY SYSTEM works on different levels to counteract the compromised structure:

- Delivering micro color pigments
- Delivering precious regenerating ingredients into the cortex
- Restoring keratin and restructuring protein substances

INGREDIENTI ATTIVI

**GARCINIA MANGOSTANA:** potenti proprietà anti-ossidanti  
**OLIO DI COTONE, MIELE E OLIO DI COCCO:** proprietà emollienti, nutrienti  
**PROTEINE DELLA CHERATINA:** ristrutturano, riparano e rigenerano la fibra interna

ACTIVE INGREDIENTS

**GARCINIA MANGOSTEEN:** super potent anti-oxidizing properties  
**COTTON OIL, HONEY, COCONUT OIL:** elevated softening and nourishing properties  
**KERATIN PROTEINS:** restructures, repairs and regenerates to improve the condition of the cortex

+1 serie/ series

BOOSTER

AMMONIA FREE

POTENZIATORE DEL COLORE IN CREMA

La sua formulazione senza ammoniaca lo rende compatibile con tutte le colorazioni Alter Ego Italy, con o senza ammoniaca, fino ad un massimo del 25% della quantità totale del colore.

COLOUR INTENSIFIER CREAM

Its ammonia-free formula makes it compatible with all Alter Ego Italy colours, with and without ammonia, up to a maximum of 25% of the total amount of the colour used.

7 VIBRANT SHADES FOR  
TOTAL COLOUR CREATIVITY