



VITAL HAIR  
**maXima**

**hair coloring system**

VitalParco

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# VITAL HAIR coloring cream

A professional hair colouring treatment based on an advanced cosmetic formula that makes the colour last longer, while protecting and strengthening the hair fiber

- 94 nuances
- tube 100 ml
- mixing ratio 1:1,5



# THE TECHNOLOGY



MAXIMA VITAL HAIR colour is based on an innovative technology:

## *BALANCED FORMULATION SYSTEM*

A new scientific method to formulate haircolor shades that allows to get the best colour performance with the minimum concentration of dyestuff

***BENEFITS:*** Natural, reliable and lasting results with  
NO SCALP IRRITATION

# ACTIVE INGREDIENTS

A soft and rich cream, enriched with nourishing and moisturizing natural substances.

Innovative formula which allows a deep penetration and a controlled release of the active ingredients:

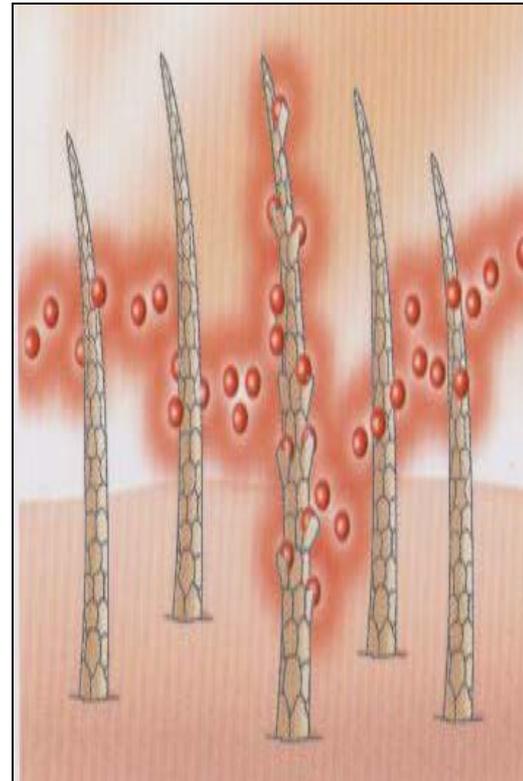
**CREATINE**  
**CERAMIDES**  
**SORBITOL**  
**GUAR GUM**

# creatine

**Natural amino acid present in the human body that increases the number of electrostatic bonds in the hair, improving the tension resistance.**

**Develops an effective repairing action and grants maximum hair protection, while prevents damages caused by chemical treatments.**

**It has a nourishing power and imparts extra-shine and a healthy looking.**



# ceramides

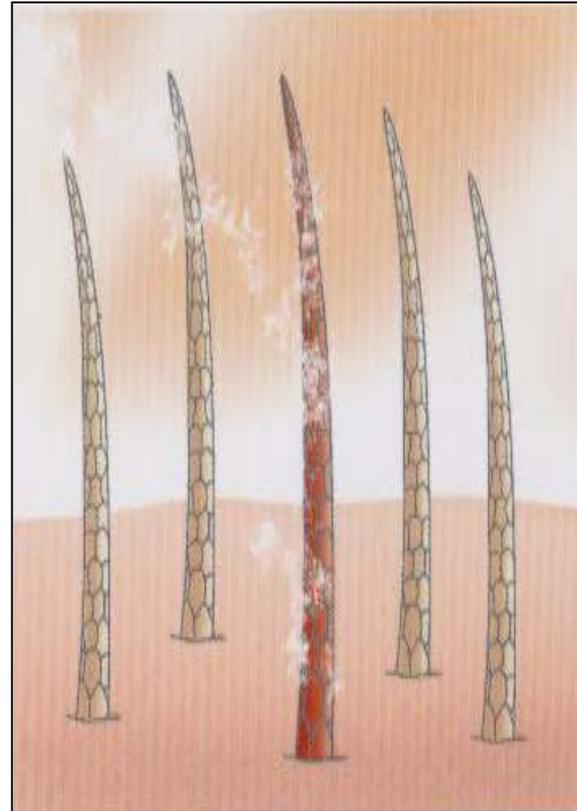
They are easily incorporated between the cuticular cells and able to exert its role as «cement» through their affinity to the surrounding proteins, thus increasing the cellular cohesion. Because of their nature develop a double action:

- fix the pigment, making it enter deeply and assuring a long lasting color
- rebuild the hair fibre (where requested), leaving the hair healthy and conditioned



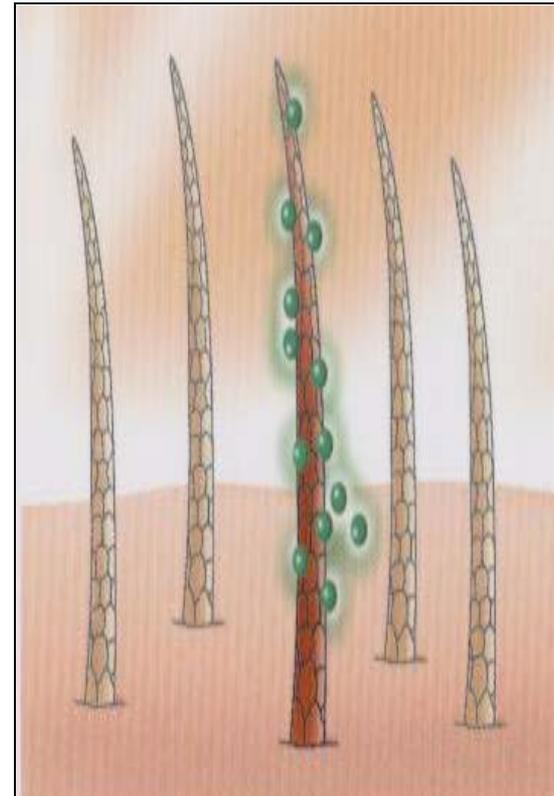
# sorbitol

**Hi-moisturizing substance of natural origin.**  
**It grants a lasting hair moisture, while gives considerable nourishment.**  
**It assures excellent color durability.**



# guar gum

**Substance of vegetal origin that grants maximum protection. It drastically reduces the aggressive effect of the alkaline substances contained in the coloring cream. It helps preserve the hair integrity**



# MAIN FEATURES

- **Easy to mix and apply (soft cream)**
- **Pleasant fragrance (low ammonia content)**
- **Bright and natural results (lower concentration of deystuff that gives maximum color return)**
- **High protection (guar gum and creatine)**
- **Effective conditioning and repairing action (creatine, ceramides and sorbitol)**
- **Excellent color durability (ceramides and sorbitol)**
- **Calibrated colors (color levels)**
- **Maximum gray coverage (quality of the pigments)**
- **Exceptional softness and combability (rich and treating cream)**

# OXIDIZING EMULSION

Highly stabilized creamy peroxide at 10 vol (3%) – 20 vol (6%) – 30 vol (9%) – 40 vol (12%).

Effectively lifts and conditions while granting gray coverage even on the most coarse, resistant hair.

Pleasantly perfumed formula enriched with Panthenol and conditioning ingredients which treat and protect the scalp and the hair fiber.



Package: bottle 1000 ml

# the hair color range

**94** nuances subdivided into 15 series:

NATURALS	IRISEE
INTENSE NATURALS	CHOCOLATE
COLD NATURALS	AMBER
ASH	ICE CHESTNUT
GOLDENS	SAND
COPPERS	SUPERLIGHTENERS
MAHOGANAY	CORRECTORS
REDS	

# THE LEVEL SYSTEM

The level of a color denotes the degree of lightness or darkness of a color. To make the comparison easier, the level of a color needs a numerical classification. The numbering system, adopted by many thrycological companies such as VITALFARCO, is known as “Level System”.

Since a universal parameter doesn't exist, the level systems used by the different companies can be different, but the principal is the same. Let's compare the Level System with stairs: we can go up (lighter) or down (darker).

Our Level System goes from 1 to 10  
(1 = darkest / 10 = lightest).

- 1 = Black**
- 2 = Very Dark Brown**
- 3 = Dark Brown**
- 4 = Brown**
- 5 = Light Brown**
- 6 = Dark Blonde**
- 7 = Blonde**
- 8 = Light Blonde**
- 9 = Very Light Blonde**
- 10 = Light Platium Blonde**

# the color codes

in Maxima color coding system, the first number denotes the color level, the second indicates the primary shade and the third the secondary shade: i.e. **5,62: light brown-red-irisée**

1 <sup>st</sup> code	2 <sup>nd</sup> code	3 <sup>rd</sup> code
LEVEL	PRIMARY SHADE	SECONDARY SHADE
1 => Black	1 => ash	1 => ash
2 => Very Dark Brown	2 => irisée	2 => irisée
3 => Dark Brown	3 => golden	3 => golden
4 => Brown	4 => copper	4 => copper
5 => Light Brown	5 => mahogany	5 => mahogany
6 => Dark Blonde	6 => red	6 => red
7 => Blonde	7 => sand	7 => sand
8 => Light Blonde	8 => amber	8 => amber
9 => Very Light Blonde	9 => chocolate	9 => chocolate
10 => Light Platinum Blonde		

# predominant shades and tones in the color range

NUANCES	PREDOMINANT SHADE	PREDOMINANT TONE
NATURALS	neutral	neutral
INTENSE NATURALS	neutral	neutral
COLD NATURALS	neutral+blue-green	cold
ASH	blue-green	cold
GOLDENS	natural-yellow	warm
COPPER	orange	warm
MAHOGANY	red-violet	cold
REDS	red	warm
IRISEE	violet-violet red	cold
CHOCOLATE	brown (violet+orange)	warm/cold
AMBERS	brown+orange	warm
ICE CHESTNUT	brown+blue	slightly cold
SAND	yellow-green	slightly cold

# THE 2 CATEGORIES OF HAIRCOLORING

## 1 COLOR ADDITION \_ GOING DARKER

It is the easiest type of formulation: the target color is the same level or darker. It does involve a very minimal removal of natural pigment.

NOTE: If target color is more than 2 levels darker than the existing level, it is considered a tint-back procedure and pre-filling may be necessary

## 2 COLOR SUBTRACTION \_ GOING LIGHTER

Refers to haircoloring which requires diffusion of the natural pigment (lightening the hair) before depositing new artificial pigment. Anytime hair is lightened, natural underlying pigment will influence color results

If the target color is a warm or fashion tone, no control is necessary.

If a natural tone is the desired color it is necessary to formulate in order to control unwanted warmth (REMAINING PIGMENT contribution).

# THE “REMAINING PIGMENT” (RP)

During a coloring process, the natural color of the hair goes through several stages of lightening, because part of the chemical process of hair coloring implies the disgregation of the natural hair pigment (the melanin) and the removal of it from the cortex. The residual amount of natural pigment in the hair at the desired level is called “Remaining Pigment” (RP) and it’s different according to the level.

The RP chart is extremely important for the formulation of the colors: when creating a new hair color, the contributing pigment (RP) mixed with the new artificial color creates the final result.

## ***Remaining Pigment + Artificial color = Final Result***

It can either be enhanced or neutralized depending on the final goal. When not taken into proper consideration the contributing pigment can alter the new color in an expected way.

Lightening hair always contributes warmth to the end result. Considering this, a logical choice can be made as to whether to use the natural underlying pigment to add warmth and brightness to a fashion color, or to control the natural underlying pigment using a counteracting or complementary color. It is necessary to use some counteracting color if a natural tone is desired.

RP CHART	
<i>Desired Level</i>	<i>RP</i>
Super Ultra Light_____	Very Light Yellow
Super Light _____	Light Yellow
10_____	Yellow
9 _____	Yellow/Orange
8 _____	Orange/Yellow
7 _____	Orange
6 _____	Red/Orange
5 _____	Red
4 _____	Red/Violet
3 _____	Violet
2 _____	Blue/Violet
1 _____	Blue

# THE COLOR WHEEL

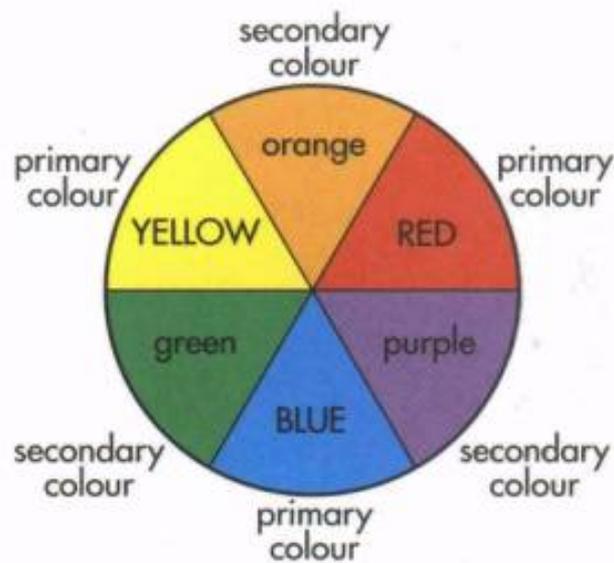
Once you have determined the RP, you can work with the Color Wheel, in order to choose the appropriate nuance to achieve the desired result. In the above way the results will be perfect.

The Color Wheel has a Cold side and a Warm side. Each of the primary colors lies opposite a secondary color: red lies opposite green, orange lies opposite blue, purple lies opposite yellow. These pairs of 'opposite' colors are called **complementary colors**. When two complementary colors are mixed, they neutralize or delete each other (the result is a neutral brown).

The Color Wheel shows that red neutralizes green, so, to remove undesired green tones, you have to add red to the coloring formula, and the resultant color will be a natural chestnut. In order to tone away a yellowish basic color, you have to use an irisee (tending towards purple) nuance, while for an orange basic color an ash (tending towards blue) nuance.

The Color Wheel can facilitate the choice of the most suitable nuance during a coloring treatment. The "law of color" never changes: this helps making the preparation of the color easier and the results more foreseeable.

warm side



cold side

# DEVELOPER USAGE CHART

## DEVELOPER

## LIFT ABILITY

**10 Volumes**

to color tone on tone or to go darker, to lighten up to 1 level, to color bleached hair and to cover up to 50% grays

**20 Volumes**

to color and lift from 1 to 2 levels and to cover 50% to 100% grays

**30 Volumes**

to color and lift from 2 to 3 levels

**40 Volumes**

to lift from 4 to 5 levels

### *On natural asian hair:*

**10 Volumes**

tone on tone

**20 Volumes**

1 lifting level

**30 Volumes**

2 lifting levels

**40 Volumes**

3 lifting levels



To increase the bleaching strength of the peroxide, it's suggested to mix the color with ¼ of Bleaching Booster 1000:

i.e. 40 g of color + 10 g of 1000, leaving unchanged the peroxide quantity (1: 1 ½).

# THE STEPS TO IDENTIFY THE CORRECT COLOR FORMULA



**Determine the starting point to identify the process:**

- existing level and base shade
- gray percentage
- virgin or already colored hair

**Determine the target level of the desired color to choose the proper developer**

**Determine the target color to choose the desired shade:  
gold, copper, ash,...**



# TECHNICAL NOTES:

## 1 HOW TO PERFECTLY COVER GRAYS (WHITE HAIR)

from 0% to 50% grays  apply the chosen nuance

from 50% to 100% grays  add 1/3 of natural nuance

**NOTE:** ANYWAY MAXIMA HAIR COLOR GRANTS THE MAXIMUM COVERING WITH ANY GRAY PERCENTAGE (except for Superlighteners)

### To achieve a better coverage on resistant and thick gray hair:

**It is** suggested to choose a shade which is half level lighter than the target shade and to increase the peroxide volume.

*i.e.: if a 5 natural with 20 volumes peroxide does not allow a total coverage, apply half 5 natural and half 4 natural with 30 volumes peroxide, in order to better open cuticles and to bring in more color ( $\frac{1}{2}$  5 +  $\frac{1}{2}$  4 + OXICREME 30 vol).*

**It also** can be used 1000 to create more mordanting according to the mixing ratio:  
 45 g of the desired nuance + 5 g of 1000.

## 2 HOW TO COOL DOWN AND WARM UP A COLOR

### How to cool down a color when required:

if target color is a natural color it's necessary to bring in a quantity of blue/green (that means ash in the color system).

Mixing ratio:

**3/4** of natural nuance + **1/4** of ash nuance = **slightly cold natural**

**2/4** of natural nuance + **2/4** of ash nuance = **cold natural**

**1/4** of natural nuance + **3/4** of ash nuance = **very cold natural**

It is also possible to add a small amount of *GREY CORRECTOR* to give a more intense cold tone to the colors.

Mixing ratio: *45 g of natural color + 5 g of grey corrector*

### How to warm up a color (like ash – blue/green):

it's necessary to bring in a quantity of golden (yellow) or a quantity of copper (orange) when required.

Mixing ratio:

*If we mix ash with golden: 1/4 to slightly warm up and 2/4 for a marked warming.*

*If we mix ash with copper (to have a warmer and brownish shade): 45 g of ash + 5 g of a copper nuance with the same level.*

### 3 HOW TO ACHIEVE THE TARGET SHADE FROM A DARK BASE

Anytime hair is lightened from darker levels the resulting color will be a combination between the remaining pigment contribution and the applied nuance:

i.e.

*natural base color 3 (dark brown)  target color 7,99 (cinnamon)*

**WRONG FORMULA:** 7,99 (cinnamon) + peroxide 12%

the final result will be: *6 level - copper red mahogany* because the 3 lifting levels due to the peroxide volumes lead to a copper-red remaining pigment contribution + cinnamon shade (orange+violet)

If we want to obtain exactly a light level nuance from dark base hair the best choice is to lighten as much as possible the hair (in order to reduce the remaining pigment contribution) and to level up the nuance to be applied in order to have a lower concentration of pigments.

i.e.

*natural base color 3 (dark brown)  target color 7,99 (cinnamon)*

**RIGHT FORMULA:** 8,99 (hazelnut) + 1000 (bleaching booster) + peroxide 12%.

## 4 HOW TO ACHIEVE THE TARGET SHADE ON GRAYS

When we have grays some rules change:

**From 10% to 30% grays**, we have to consider only the natural pigmented (not white) hair as starting point for the diagnosis, always keeping in mind the Remaining Pigment contribution.

**From 30% to 60% grays** the evaluation depends on the desired color result:

- if the base color level is from 1 (black) to 5 (light brown) and the color that has to be applied is lighter than these tones, it is necessary to lighten the pigmented hair up to the correct level, applying the chosen nuance and, if necessary, mixing it with the bleaching booster 1000 in order to improve the gray coverage. The fusion of the lightening of the natural hair and the gray coverage should be as close as possible to the target nuance.

- if the color that has to be applied is darker than 5 (light brown) the bleaching booster 1000 is useless.

**From 60% to 100% grays**, since the percentage is bigger than the half, the main problem is the gray coverage (*not the pigmented hair*) therefore the nuance to be applied is the target one and in case of thick hair it is necessary to remember the rule of the peroxide and the bleaching booster if necessary.

## 5 USE OF SUPERLIGHTENERS

**Superlighteners** have been formulated to achieve maximum lift and deposit in a single process. Formulated to lighten natural hair up to 6 levels, they are useful for re-touches on bleached hair too.

to reach **5 levels** of lift:

*Superlightening nuance + 40 vol OXICREME (ratio 1:2)*

to reach **6 levels** of lift:

*Superlightening nuance + 1000 Bleaching Booster + 40 vol OXICREME (ratio 1:2)*

## 6 USE OF CORRECTORS

**Correctors** have been formulated to intensify desired shades or neutralize undesired tones.

They are made of concentrated coloring pigments and must always be used in combination with the selected nuance according to the proportion: *20 g of selected nuance + 5 g of Corrector.*

*NOTE: It is advised to avoid application of Correctors on the roots in the case of high percentage of greys: the Corrector should be mixed with the mixture to be applied on lengths and ends only.*

## 7 USE OF 1000 BLEACHING BOOSTER

- Mixed with superlighteners, in order to boost the lifting of natural hair.  
 Mixing ratio:                    **2/3** of superlightener + **1/3** of 1000 with **12%** peroxide  
    or                    **1/2** of superlightener + **1/2** of 1000 with **12%** peroxide  
 According to the quantity of 1000, a higher lifting boost will be achieved.
- Mixed with a nuance, in order to have a greater boost in lifting and brightening.  
 Mixing ratio:                    **4/5** of nuance + **1/5** of 1000
- Mixed with a nuance, in order to achieve more mordanting, for thick, gray and difficult hair (it improves coverage)  
 Mixing ratio:                    **45 g** of nuance + **5 g** of 1000 (**10%** of the total mixture).
- Used alone with **6%** and **9%** peroxide, to lighten natural hair and remove the color from color treated hair up to 2 levels.
- Mixed with **MAXIMA RAPID HAIR BLEACH** bleaching powder, to make it more controllable and treating.  
 Mixing ratio:                    **30 g** of bleach + **30 g** of 1000 + **90 ml** of chosen peroxide.

# FACTORS TO BE CONSIDERED BEFORE APPLICATION

**1** Consider the hair texture: Fine, Medium or Coarse.

Typically coarse hair can take longer to color while fine hair will color quicker.

**2** Consider the hair features: Normal, Resistant, Porous, Permed, Previously Tinted, Lightened or Bleached.

**Resistant** → The hair absorbs only a limited amount of product. Color may appear weak. Timing adjustments may be required.

**Porous** → The hair absorbs product too fast. Chemical services process too quickly causing hair color to be too light or too dark; adjustments may be required. *POROUS HAIR REJECTS WARM TONES AND ACCEPTS COOL TONES ONLY.*

**Damaged** → The hair absorbs the products too quickly and loses it in an unacceptable amount of time. Corrective adjustments are necessary or chemical service must be postponed.

- IN CASE OF VERY DAMAGED HAIR: POSTPONE THE COLORING SERVICE AND FOLLOW THE HAIR RECONSTRUCTION TREATMENT **LIFETHERAPY** 

- IN CASE OF TREATED AND POROUS HAIR: FOLLOW THE CORRECT APPLICATION PROCEDURE

# INSTRUCTIONS OF USE

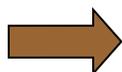
## PREPARATION:



After choosing the desired nuance and after analyzing the conditions of the hair, apply **Maxima Skin Protector** on the skin (forehead and face only) to protect it from stains.



**ATTENTION: DO NOT WASH THE HAIR NEITHER APPLY ANY PRODUCT TO THE SCALP BEFORE COLOURING.**



Mix the cream with the peroxide (10-20-30-40 volumes) according to the proportion 1:1,5 (i.e. 50 ml of coloring cream with 75 ml of Oxicreme) into a non-metallic bowl.



$$50 \text{ ml} + 75 \text{ ml} = 125 \text{ ml of mixture, enough for a medium head}$$



If hair to be coloured is damaged, it is suggested to add ½ ampoul of Maxima HAIR RECOVER to the mixture. It develops a protective action and grants a better final result.

# APPLICATION

**Apply** to the hair according to following guidelines.

Processing time: **30 – 45 minutes.**

# RINSING

**After** processing, emulsify with a little water, massage through the hair lengths and rinse thoroughly.

Follow with:

 **ACID THERAPY**

## ACIDIFYING EMULSION

restores the natural acid mantle of scalp and hair, to seal hair scales and fixe the coloring pigments

**Directions:** apply to towel blotted hair, distributing it evenly on the scalp and on the hair. Massage delicately and emulsify with a little water. Rinse well. Style as usual.



# APPLICATION GUIDELINES:

## 1- FIRST APPLICATION

### VIRGIN HAIR

1. Apply to dry hair, about 2 cm from the scalp to the lengths and ends, starting from the back of the head.
2. Leave on for 20 minutes.
3. Then remove the product by means of a comb and towel blot and apply freshly prepared mixture to the roots as well as to the lengths and ends again.
4. Leave on for 30 minutes (on gray and coarse hair leave on for 40 minutes).

### VIRGIN HAIR: SUPERLIGHTENING NUANCES

1. Apply to dry hair, about 2/3 cm from the scalp to the lengths and ends, starting from the back of the head.
2. Leave on for 30 minutes.
3. Then remove the product by means of a comb and towel blot and apply freshly prepared mixture to the roots as well as to the lengths and ends again.
4. Leave on for 40 minutes.

# 1- FIRST APPLICATION

## DIFFICULT HAIR: THE MORDANTING TECHNIQUE

In case of particularly difficult, thin and hard to color hair, as well as high percentage of grays (white hair), it is suggested to prepare the hair as follows:

1. Apply Oxicreme 20 vol or 30 vol about 1 cm from the roots (without wetting the scalp) to the lengths and ends, avoiding excessive saturation.
2. Let process 5 – 10 minutes under a drying hood.
3. Apply the desired nuance on roots, lengths and ends at the same time and leave on 30 minutes.
4. Proceed to the rinsing step.

*NOTE: On previously colored hair, this procedure is advised only when regrowth is more than 3 cm.*

## 2- PREVIOUSLY COLORED HAIR

### RE-TOUCH

If the target nuance is the same as the existing artificial color:

- Apply the mixture to the re-growth and leave on according to the chart below.
- Then emulsify the product, distribute to the lengths and ends and leave process (see below).

LENGHTS AND ENDS COLOR	PROCESSING TIME
VERY POROUS/DAMAGED	re-growth: <b>25 minutes (35 minutes for the superlighteners)</b> lengths and ends: <b>5 minutes</b>
SLIGHTLY FADED	re-growth: <b>20 minutes</b> lengths and ends: <b>10 minutes</b>
MUCH FADED	re-growth: <b>15 minutes</b> lengths and ends: <b>15 minutes</b>

### COLOR CHANGE: GOING DARKER

If the target nuance is darker than the existing artificial color :

TARGET NUANCE	PROCEDURE
1- 2 LEVELS DARKER	apply the chosen darker nuance to the roots and immediately to lengths and ends. Leave on 30 minutes.
FROM 3 LEVELS DARKER ONWARD	a <i>PRE-PIGMENTATION</i> is required

## 2- PREVIOUSLY COLORED HAIR

### PRE-PIGMENTATION

*necessary to:*

- give back warm pigments to hair that has lost them following chemical treatments or external agents
- make the hair base color darker

*allows to:*

- avoid color changes to ash tones
- obtain target nuance on light base colors
- make delicate nuances more durable

**PROCEDURE:**

1. Select a same level but **warmer** nuance than the target one and mix with water (1:1,5).
2. Apply the mixture only to the sections to be pre-pigmented.
3. Massage and comb, leave on 10 minutes.
4. Remove excessive product from the hair by means of the comb or paper towel and proceed to the application of the desired nuance mixed with 20 vol OXICREME on roots, lengths and ends at the same time.

advised nuance for pre-pigmenting	desired result: natural shade	desired result: red/warm nuance
level	1 level lighter than the target	same level than the target
shade	golden/copper	copper/red

## 2- PREVIOUSLY COLORED HAIR

### COLOR CHANGE: GOING LIGHTER

If the target nuance is lighter than the existing artificial color, it must be performed a **color correction** since there is no coloring process able to eliminate pre-existent artificial pigments.

**Maxima REMOVER** is an innovative product which allows to remove unwanted oxidation color without affecting the natural pigment because it simply inverts oxidation process. Peroxide and ammonia free, it doesn't bleach the hair and is suitable for complete color removal as well as slight color correction. Advisable for all hair types, its gentle and conditioning formula based on Oat extract leaves the hair in excellent conditions, ready to be immediately re-colored.



#### ***DIRECTIONS:***

1. Mix up equal amounts (1+1) of PHASE 1 and PHASE 2 in a non-metallic bowl.
2. Apply immediately and rapidly to dry and unwashed hair, where color needs to be corrected.
3. Cover with a plastic cap and leave on 20 minutes for a complete correction, 5 – 15 minutes (depending on the amount of colour to be reduced) for partial corrections. Frequently check the result.
4. Then rinse thoroughly and check the result. If the colour reduction is insufficient repeat application until the desired correction degree is reached.
5. After rinsing, apply 10 vol peroxide evenly to the hair. Leave act 5 minutes, rinse well and shampoo the hair.

*NOTE: If hair is colored immediately after correction, since it will absorb colour more easily it is advisable to dry partially the hair and to choose a shade which is one level lighter than the target shade, frequently checking development of the colour during application.*

# FAQ

## QUESTION:

**The desired lifting level has not been achieved. Which is the cause?**

## ANSWER:

### POSSIBLE CAUSES:

**The natural base is too dark for the target shade.**

Always choose the nuance following the application guidelines in order to check the necessary lifting levels.

**The base shade is too warm.**

Use a more lightening product or 30 vol. Oxicreme.

**The quantities of product and oxidizing emulsion in the mixture are wrong.**

Always make sure the mixing ratio 1:1,5 is observed.

**The processing time is too short.**

Always leave on the product according to the suggested processing time.

**The product quantity is not enough to achieve the desired result.**

Use the correct quantity of product making sure that all the hair is soaked.

**QUESTION:**

**The resulting color is different from the one shown in the color chart.**

**ANSWER:**

**POSSIBLE CAUSES:**

**The desired lifting of natural hair has not been achieved because the chosen oxidizing emulsion is too weak.**

Use 30 vol. Oxicreme.

**The shade has been damaged because the chosen oxidizing emulsion is too strong.**

Use 20 vol. Oxicreme.

**The quantity of product was not enough to achieve the desired result.**

Use an appropriate quantity of product.

**NB The client complains because the color is not exactly alike the one shown in the color chart?**

The color chart gives only an idea of the chosen color applied on an hypothetical base. It is necessary to explain to the client that the result can just be nearly similar to the one shown in the color chart because the result depends on the hair type.

**QUESTION :**

**The client suffers from scalp irritation. What shall we do?**

**ANSWER:**

**Do not apply coloring creams on damaged scalp.**

**POSSIBLE CAUSES:**

**Either the previous technical service (coloring or other) was too vigorous or the water was too hot.**

Use just slightly warm water. Do not rub the scalp!

### **Scalp infections.**

Do not apply the color. Advise the client that she should consult a doctor.

### **Sunrash.**

Do not apply the color until the sunburn eases off.

### **The client might suffer from an allergy.**

Do not apply the color without performing a sensitivity test.

### **QUESTION:**

**The achieved results are different from the desired ones.**

### **ANSWER:**

#### **POSSIBLE CAUSES:**

**Too many colors have been mixed or measured out in the wrong way.**

Always pay attention to the quantities of color. You will get the best results only mixing the colors in the right way according to the desired use: i.e. gray coverage, etc.

**The oxidizing emulsion is not stable and therefore it is not either reliable or compatible.**

Use the oxidizing emulsion Oxicreme, specific for VITALFARCO coloring creams.

**Wrong product quantities or irregular applications..**

Always follow the instructions carefully.

**IMPORTANT:** Keep the products away from light, heat and sun at an even temperature, because heat can damage their composition.

**QUESTION:**

**The client color fades too quickly. What shall we do?**

**ANSWER:**

**POSSIBLE CAUSES:**

**The natural base is too light for the desired level.**

Add the corresponding base or reinforce the color.

**Wrong choice of the oxidizing emulsion. A 30 vol. oxidizing emulsion has been used in order to obtain a lighter result. A more transparent color has been obtained, but it fades quickly.**

Use 20 vol. oxidizing emulsion and a lighter shade.

**The quantity of product was not enough.**

Use an appropriate quantity of product when reinforcing the color.

**The mordanting technique has not been applied.**

Virgin hair particularly difficult to treat must be softened before coloring.

**Processing time was too short.**

Always leave on the product until the end of processing time.

**Damaged hair: this is the main cause for fading.**

Postpone the service and reconstruct damaged hair with LIFE THERAPY; otherwise pre-pigment.

**The chemical action of the product can be modified when Oxicreme is not being used.**

**QUESTION:**

**Gray coverage has not been achieved. Why?**

**ANSWER:**

**POSSIBLE CAUSES:**

**The wrong product has been used.**

For a complete gray coverage use a natural shade.

**The shade nuance has been used without base.**

Add the base that is up to chosen color. Natural base to achieve a cold shade. Golden base to achieve a warm shade.

**30 vol. oxidizing emulsion has been used with the color.**

Always use 20 vol. oxidizing emulsion to achieve perfect gray coverage.

**QUESTION:**

**The client hair is too red or too striking. What shall we do?**

**ANSWER:**

**POSSIBLE CAUSES:**

**The base is too warm.**

Choose the right shade in order to neutralize it.

**Processing time was not enough to allow the color action.**

Always leave on the product until the end of processing time.

**The previous coloring treatment interferes.**

Too light: pre-pigment.

Too dark: correct the color with Maxima REMOVER.