



DEMI COLORS

PURPOSE:

To introduce the Demi-Permanent line of colors featured with IT&LY HAIRFASHION N.A.
To help the stylist recognize the need and use of a Demi color, its implication in the color market and its potential money generating revenue.

GOAL:

After attending a Demi Color class, the stylist will understand the working process of a Demi, its use with permanent color lines, and the possibility of increasing their own revenue. Increase the stylists color knowledge by instilling the complete usage of permanent, semi-permanent and demi permanent colors.

Requirements:

delyTON and/or lyCOLOR Deal
Salon or another site to host class
6-15 stylists
2-3 hour class

Tools:

delyTON & Swatch chart
lyCOLOR & Swatch chart
VIVLY
Bowls, brushes, beakers, bottle applicators, spray bottle
Applicable tear sheets
Two – three Models (no corrective, but simple tint backs welcome)

What is a Demi-Permanent color? Why would you need one? Have you ever looked in the local drug store and noticed the size of the color isle? Count the number of hair color products that are marketed as lasting approximately 33 shampoos. How long is 33 shampoos? One week, two weeks, three weeks, how about four weeks. Your clients are looking for a color to brighten without leaving any permanent damage, naturally grow out, and maybe blend a few grays. The baby boomers have arrived into middle age with full force; don't let them run to Wal-Mart for their next color service!



DEMI COLORS

Begin seminar:

- Introduce yourself
- Thank salon, distributor, and any other pertinent figures for hosting.
- Have salon stylists introduce themselves
- Ask about their color knowledge, COLORLY A.F. usage etc.

What is a Demi-Permanent color?

- Most demi's contain low ammonia, and low hydrogen peroxide
- Demi's create less swelling in the cuticle
- Most demi's are deposit only
- Can be used as toners
- Great for color refreshing (over permanent color)
- Some offer tint back coverage
- Most gradually fade with minimal line of demarcation
- Gray blending
- Some have corrective properties

Lets review IT&LY HAIRFASHION Demi-permanent colors:

delyTON

- o Demi-permanent, no lift deposit only
- o No Ammonia, low hydrogen peroxide
- o Phytokeratine Complex (Vegetable origin restructures from inside hair strand)
- o Silk protein conditioners
- o 24 mixable shades
- o Non-progressive
- o Bowl and brush application

delyTON	SILK PROTEINS	RESTRUCTURES AND RECONDITIONS PERFECT FOR COLOR BALANCING	ULTIMATE SHINE, REFLECTION AND MANAGEABILITY
DEMI-PERMANENT	COLOR REFRESHER	WITH COLORLY AF, NON-PROGRESSIVE RESULTS	LEVELS AND SERIES MATCH EASE OF CHOICE
	CREAM CONSISTENCY	BOWL AND BRUSH APPLICATION NON-COMMITTAL RESULTS,	TERRIFIC FOR LOW LIGHTS, COLOR PLACEMENT CONSISTENT
	ALL TYPES OF HAIR	FADES ON TONE FADING LINE OF DEMARCATION	IDEAL FOR EVERYONE
	GRAY BLENDING	INTRODUCTORY COLOR WITH NO COMMITMENT	FIRST TIME COLOR CLIENT



DEMI COLORS

lyCOLOR

- Demi-Permanent, no lift deposit only
- Gradually and naturally diminishes from the hair
- No Ammonia
- Slightly cool properties
- 18 Translucent shades + Clear
- Same day chemical service

lyCOLOR	NO AMMONIA	DOESN'T OPEN CUTICLE	GENTLE TO HAIR
DEMI-PERMANENT	NO LIFT	LESS COMMITMENT	GREAT FOR INTRODUCTORY COLOR
	EASY AND QUICK	TERRIFIC FOR CORRECTIVE	FAST AND EASY
	IDEAL FOR MEN	SLIGHTLY COOL BASE FADING LINE OF DEMARCATION	DOESN'T HAVE THE JUST COLORED LOOK
	COLOR CORRECTION	FAST, ONE STEP TINT BACKS COLOR BALANCING INCORPORATED IN	COST EFFECTIVE FOR CORRECTIVE WORK
	EQUATT 22	EMULSIFIED ACTIVATOR, REPAIRS HAIR	IMPROVES HAIR STRENGTH AND SHINE
	LIQUID APPLICATION	DOUBLE THE ACTIVATOR MIX WHEN READY	FASTEST APPLICATION AVAILABLE



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CONSULTATION:

As in any color situation, a consultation process must be given. We use the Natural Series of the COLORLY Advanced Formula swatch chart to determine the starting level.

- Analyze clients hair:
 - Texture
 - Previous color
 - Thick or thin
 - Porosity
 - Gray coverage (percentage)
- Clients desires
- Stylists objectives

Both lyCOLOR and delyTON are based on a level system, 1-10. We follow the same natural contribution of color and use a tri-level base for color deposit.

• *Color relationship without tonal value (Natural level seeker)*

Black	Level 1
Darkest Brown	Level 2
Dark Brown	Level 3
Medium Brown	Level 4
Light Brown	Level 5
Dark Blond	Level 6
Medium Blond	Level 7
Light Blond	Level 8
Lightest Blond	Level 9
Ultra Light Blond	Level 10

• *Natural Contribution of Color (remaining pigment)*

Level 1	Blue
Level 2	Blue-Violet
Level 3	Violet
Level 4	Red-Violet
Level 5	Red
Level 6	Red-Orange
Level 7	Orange
Level 8	Orange- Yellow
Level 9	Yellow
Level 10	Pale-Yellow



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FORMULATION:

Our demi colors are not designed for lifting, so the formulation procedure is reduced to choosing your favorite shade. All colors can be mixed and matched in their respective lines. You will never combine or mix delyTON or lyColor together they will not mix, or for that matter change their activators.

HINT:

delyTON Activator is designed to work with non-progressive colors. It would not be appropriate to substitute lyCOLOR or delyTON activator for one another. Use the correct developer for every application and you will not be disappointed.

“Always follow the suggested manufactures directions.”

- In choosing a desired shade there are a few guidelines to follow:

VIRGIN APPLICATION:

- A target color within one level of natural shade will create the least line of demarcation.
- Colors two levels darker than natural may create a line of demarcation
- Colors two levels lighter than natural may have little impact on natural hair.
- Less than 50% gray will have the best coverage
- More than 50% gray will create gray blending
- Wet hair will dilute your product and desired shade

RETOUCH OR CHEMICALLY ALTERED:

- Retouch application, new-growth then refresh ends as needed
- Porosity is always a factor
- Processing time is less
- Adjust color for porosity level
- Advanced EQUALIZER is recommended



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TINT-BACKS:

lyCOLOR and delyTON are obvious choices in choosing a color for a tint-back application. It is not necessary to repigmentize in using these demi-permanent colors. You should always review your Natural contribution of color in deciding your desired shade.

Remember to mix warm and cool to create the most balanced color.

Your color will gradually fade on tone, but will not revert to the original light color you began with.

- At this time the models should be prepped and ready for color. Follow the consultation and formulation procedures.

APPLICATION:

delyTON

- Mixing
 - o Two parts activator and one part color
- Application
 - o Roots to ends for virgin application
 - o Retouch and color refresh ends
- Processing – processing recommendation are guidelines. Porosity, texture and previous chemical services may affect the processing time.
 - o Virgin - 20 minutes
 - o Color Treated 15-20 minutes
 - o Permed 15 minutes
 - o High-lift color treated/bleached 10-15 minutes
 - o Relaxed 5 minutes
 - o Resistant 30 minutes



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lyCOLOR

- Mixing
- Two parts ly Emulsified Activator to one part color
- Process:
 - Virgin – up to 20 minutes
 - o Dryer is acceptable, processing time is cut in half
 - Chemically altered
 - o Up to 10 minutes, no heat is needed
 - o Same day service
- REMEMBER: strand test, if it looks done, it is done!

• As with any color service, the removal of the color application is a significant part of the color application.

The most efficient way to remove processed color off the scalp is to add ADVANCED SHAMPOO to the hairline and emulsify the color and shampoo together. Water sets color use ADVANCED SHAMPOO first.

- During processing time review support products.



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ADVANCED SHAMPOO

- o Reduces alkalinity
- o Removes excess color
- o Stabilizes color
- o Uva and uvb Filters to reduce color fade

REVIVOR

- o Silk proteins
- o 150 Molecular weight for deep penetration
- o Reconstructing

ADVANCED COLOR PROTECTION (ACP)

- o Rich Wheat Protein, Oat amino acids, Rice bran oil
- o Guaranteed to reduce color fadage
- o ACP complex (Two Sun Inhibitors)
- o Not limited to color treated hair
- o Rebated in Avanti Salon Program

COLORLY HAIR COLOR SYSTEM

COLORLY Advanced Formula – permanent color

- Color balancing
 - o lyCOLOR and delyTON are excellent to use as a refresher color
 - o IT&LY HAIRFSHION demi colors have corresponding levels and shades to coordinate with your COLORLY A.F. shades.

- APPLICATION

- 10 minutes left in color service, apply desired demi color and process until complete.



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CONCLUSION

- o Review color models
- o Thank salon, models, and any other pertinent people
- o Refer to Technical support hot-line for further assistance
 - o 1-800-621-4859
 - o 1-800-621-ITLY
- o Clean up work area
- o Following day, write a quick thank you note to distributor and/or salon for hosting event.

Fill out all paper work for your distributor.