



PRODUCT	FEATURE	BENEFIT	ADVANTAGE
COLORLY ADVANCED FORMULA <i>PERMANENT COLOR</i>	LOW AMMONIA (0.6-2.5) UNIQUE DISSIPATING AMMONIA	LESS CUTICLE DAMAGE LESS FADE	MORE REFLECTIVE SHINE COLOR MAINTAINS VIBRANCY ROOTS TO ENDS APPLICATION
	PHOTO WHEAT PROTEIN	ASSIMILATES DIRECTLY WITH KERATIN PROTEIN, TO REPAIR AND REBUILD	STRONGER, HEALTHY HAIR
	FINEST RAW INGREDIENTS (COCONUT, SOYBEAN OILS, EFA)	CONDITIONS, INCREASED COLOR UNIFORMITY AND PIGMENT PENETRATION	LONGER LASTING COLOR AND SHINE
	TRI-LEVEL BASE	NATURAL LOOKING HAIR, BETTER GRAY COVERAGE	ON TARGET LEVEL SYSTEM, FADES ON TONE
	UV INHIBITOR OCTYL METHOXYCINNAMATE	PENETRATES INTO THE CORTEX	PROTECTS FADAGE FROM INSIDE OUT
	GRAY COVERAGE	TOTAL GRAY COVERAGE	EASE OF FORMULATION CLIENT RETENTION
	"SIMPLE BY DESIGN"	EASY TO LEARN, MORE TIME TO PERFECT ART	EVERY ONE IN SALON CAN COLOR
ly COLOR <i>DEMI-PERMANENT</i>	NO AMMONIA	DOESN'T OPEN CUTICLE	GENTLE TO HAIR
	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	COST EFFECTIVE FOR CORRECTIVE WORK
	EQUATT 22	INCORPORATED IN EMULSIFIED ACTIVATOR, REPAIRS HAIR	IMPROVES HAIR STRENGTH AND SHINE
	LIQUID APPLICATION	DOUBLE THE ACTIVATOR MIX WHEN READY	FASTEST APPLICATION AVAILABLE

delyTON	SILK PROTEINS	RESTRUCTURES AND RECONDITIONS	ULTIMATE SHINE, REFLECTION AND MANAGEABILITY
DEMI-PERMANENT	COLOR REFRESHER	PERFECT FOR COLOR BALANCING WITH COLORLY AF, NON-PROGRESSIVE RESULTS	LEVELS AND SERIES MATCH EASE OF CHOICE
	CREAM CONSISTENCY	BOWL AND BRUSH APPLICATION	TERRIFIC FOR LOW LIGHTS, COLOR PLACEMENT CONSISTENT
	ALL TYPES OF HAIR	NON-COMMITTAL RESULTS, FADES ON TONE FADING LINE OF DEMARCATION	IDEAL FOR EVERYONE
	GRAY BLENDING	INTRODUCTORY COLOR WITH NO COMMITMENT	FIRST TIME COLOR CLIENT
EASILY BLOND	LOW AMMONIA	3.8% BASE	OPTIMUM CONDITION AFTER SERVICE
DECOLORIZING POWDER	CREAMY CONSISTENCY	REMAINS MOIST DURING PROCESSING	CONSIST PROCESSING THROUGH OUT
	ANTI-RED ACTION	CONTROLS WARMTH	BETTER BLONDS
	ON OR OFF THE SCALP	WITH PATCH TEST AND OXILY AF DEVELOPER	10-40 VOL DEVELOPERS, NO NEED FOR MULTIPLE BLEACHES
	NO-DUST	FRIENDLY TO ENVIRONMENT	BETTER FOR STYLISTS AND CLIENTS
	DO NOT APPLY HEAT	PROCESSING TIME IS NOT LONG	CONSISTENT RESULTS
COLORLY MECHEs	ALL THE BENEFITS OF COLORLY	CONDITIONING, SHINE, CONSISTENT RESULTS	EASE OF USE
PERMANENT TONER	PERMANENT TONER	TONES ONLY BLEACHED HAIR	WILL NOT EFFECT NON BLEACHED HAIR
	BALANCED, FADE RESISTANT	CREATE PASTEL TRANSLUCENT TONERS	NATURAL BLONDS AND REDS
	TIME SAVING	5-MINUTE PROCESSING	EASE OF USE
	ECONOMICAL	TWO PARTS DEVELOPER TO ONE PART COLOR	\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$
EASILY CONTRAST	LIFT AND TONE IN ONE STEP	EASY AND QUICK, NO HEAT REQUIRED	TIME SAVOR, DOLLAR GENERATOR
BLEACHING & TONING POWDER	TINTED OR VIRGIN HAIR	EVEN THE BLACKEST OF HAIR COLORS	PERFECT BALANCE OF COLOR ROOTS TO ENDS ON TINTED HAIR

	MULTIPLE APPLICATIONS	CAP, FOILS, PAINTING, WET OR DRY HAIR APPLICATION	MORE CHOICES
	VIBRANT REDS	AGAIN, BLACK HAIR CAN HAVE RED	ANOTHER CHOICE FOR COLOR
	USE OF MULTIPLE DEVELOPERS	10,20,30,40 VOL, EVEN WATER	PICK YOUR LIFT, WATER REFRESHES
VIVLY/VIVLY PLUS	NO AMMONIA / PEROXIDE	NO LIFT, LINE OF DEMARCATION	GENTLE FOR ALL HAIR TYPES
<i>SEMI-PERMANENT</i>	VIBRANT SHINE	GLOSSY, HEALTHY LOOKING HAIR	WHO DOESN'T WANT SHINY HAIR?
	NON-COMMITTAL	4-6 SHAMPOO COLOR	INTRODUCTORY, TRY ME COLOR
	REPIGMENTIZING AGENT	LOW COST, EASY TO USE	PERFECT DELIVERY
	NO FORMULATION	EASE OF USE, EVERYONE CAN USE	EASE OF APPLICATION
	RETAIL	COLOR REFRESHER, GRAY BLENDER	KEEP RETAIL IN SALON, NOT DRUG STORE
DEVELOPERS			
<i>OXILY ADVANCED FORMULA</i>	FOUR VOLUMES	10,20,30,40	ALL MIXABLE FOR VOLUME CHOICES
	BUFFERED WITH COCONUT OILS SESAME SEED OIL, CATIONIC CONDITIONERS	MOST CONDITIONED DEVELOPER AVAILABLE	LEAVES HAIR HEALTHY, SHINY, MANAGEABLE
	TRIPLE STABILIZED AT 2.5pH	CONTROLLED FOR LONG SHELF LIFE	SAFE TO USE
	THICK CONSISTENCY	COLOR STAYS WHERE PUT	EASE OF APPLICATION
<i>OXILY MECHES DEVELOPER</i>	LOW VOLUME DEVELOPER (5-10)	DEPOSIT ONLY EFFECT	LESS DAMAGE TO HIGHLIGHTS
	DESIGNED FOR USE WITH MECHES COLORS	SAFE PREDICTABLE, NO LIFT TO NATURAL MELANIN	NO WARMTH TO DEAL WITH ON NATURAL MELANIN
	CONDITIONERS	LEAVES HAIR BRILLIANT, SHINY	CONDITIONS ALL MELANIN
<i>lyCOLOR</i> <i>EMULSIFIED ACTIVATOR</i>	EFA: ESSENTIAL FATTY ACIDS	ACT AS AN AMINO ACID BOND	REPAIRS THE KERATIN
	EQUATT 22	RECONDITIONING BENEFITS	REPAIRS AND SHINES IN ONE STEP

	NON-TRADITIONAL PEROXIDE (8)	NO LIFT, DEPOSIT, QUICK SERVICE	NO DAMAGE
<i>delyTON DEVELOPER</i>	LOW VOLUME (5-10)	NO LIFT, DEPOSIT ONLY RESULTS	NON-PROGRESSIVE
	SILK PROTEINS	CONDITIONS AND THICKENS HAIR STRAND	SHINY
COLORLY XTREME	NO PEROXIDE	NO LIFT, LINE OF DEMARCATION	EASY TO CHANGE SHADES
	NO ALKALINE CHEMICALS	NO DEVELOPING OF COLORS	WHAT YOU SEE IS WHAT YOU GET
	XTREME SHINE	INTENSE PRIMARY & SECONDARY COLORS,	PURE PIGMENT CREATE ULTIMATE SHINE
	CHOICE OF APPLICATION	USE OF PRE-LIGHTENED HAIR CREATES INTENSE XTREME COLOR	STYLIST CREATES XTREME LOOK
	INTERMIXABLE	NEW COLORS CREATED	UNLIMITED CHOICES
	PART OF COLORLY SYSTEM	PERFECT FOR LAYERING OR GLAZING	ADDITIONAL INCOME TO STYLIST
RELAXARE	THIOGLYCOLATE/ 9.0 Ph	MILD ENOUGH FOR TINTED HAIR	SAFE FOR TINTED AND VIRGIN HAIR
<i>CHEMICAL CURL REDUCER</i>	SHEA BUTTER HYDROLYZED VEGETABLE PROTEIN BASE	DELIVERS EXCELLENT CONDITION	LEAVES HAIR SHINY AND HEALTHY
	SPOT-CURL REDUCERS	CONTROLS COWLICKS, GROWTH PATTERNS	NO WASTE OF PRODUCT
	IT&LY METHOD OF THERMAL RELAXING	LATEST METHOD OF STRAIGHTENING	\$\$\$\$\$\$\$\$
ADVANCED SHAMPOO	UVA UVB FILTERS	PROTECTS HAIR FROM FADING	LESS FADE, LONG LASTING COLOR
<i>POST COLOR SHAMPOO</i>	SALON USE ONLY	REMOVES EXCESS COLOR APPLICATION	REMOVES ALL EXCESS COLOR PRODUCTS
	COLOR STABILIZERS	LOCKS IN COLOR	LONG LASTING COLOR
	REDUCES ALKALINITY	RESTORES HAIR TO NATURAL pH	TERRIFIC FEELING HAIR

REVIVOR	SILK PROTEINS	DEEPEST PENETRATION 150 WEIGHT	NOT HEAVY OR FLAT RESIDUE
<i>CONDITIONER</i>	RESTRUCTURING	RECONDITIONING BENEFITS	RESTRUCTURES HAIR AFTER COLOR SERVICE
	HOME MAINTENANCE	IDEAL FOR EVERYDAY USE	WILL NOT BUILD UP OR WEIGHT DOWN
RI FLESSI	VERSATILE	REFRESHER, SEMI-PERMANENT RECONDITIONER, TONE-BALANCING	STYLIST CONTROLS USE OF PRODUCT
<i>COLOR RENEWAL MASK</i>	VITAMIN A	ADDS MOISTURE	NOURISHES HAIR FROM THE INSIDE
	VITAMIN B	ADDS HYDRATION	REBUILDS AND REPAIRS REDUCES SPLIT ENDS
	VITAMIN C	ANTI-OXIDANT PROPERTIES	PROTECTS HAIR FROM SUN AND FREE RADICALS
	PIGMENTS	TECHNOLOGICALLY ADVANCED	BEST PIGMENTS AVAILABLE FOR BEST COLOR AVAILABLE
	INTERMIXABLE COLORS	CREATE YOUR OWN CUSTOM COLOR	YOU BECOME THE ARTIST CREATIVITY IS BOUNDLESS
ADVANCED COLOR PROTECTION SYSTEM	HYDROLYZED SOY PROTEIN	PROTECTS, REBUILDS AND SEALS	CONDITION AND SHINE
<i>COLOR PROTECTING STYLING LINE</i>	HYDROLYZED WHEAT PROTEIN	ASSIMILATES WITH HUMAN HAIR KERATIN	STRENGTHENS AND RESTRUCTURES
	LOAUROYL OAT AMINO ACIDS	OAT DERIVED CONDITIONER	CONDITION AND SHINE
	PANTHENOL	PENETRATING HUMECTENT	PROMOTES ELASTICITY, STRENGTH AND SHINE
	RICE BRAN OIL	IMPARTS SHINE AND MOISTURE	CONDITION AND SHINE
	ACP COMPLEX	UN INHIBITORS AND ANTI-OXIDANT COMPOUND	REDUCES FADE BY 70%
	SHAMPOO	GENTLE CLEANSING, FOR ALL HAIR TYPES	IDEAL FOR DAILY USE
	CONDITIONER	REPAIRS AND STRENGTHENS ALL HAIR TYPES	IDEAL FOR DAILY USE
	COLOR LOC	MOST CONCENTRATED ACP COMPLEX	USE EVERY SECOND SHAMPOO

	STYLING CREAM	THERMAL PROTECTS, ADD THICKNESS	PROTECTS FROM HEATING ELEMENTS
	NON-AEROSOL MOUSSE	CURL MEMORY, NON FLAKING	IDEAL FOR DAILY USE
	SPRAY	NON-AEROSOL HUMIDITY CONTROL	IDEAL FOR ALL HAIR TYPES
	CHELATING TREATMENT SHAMPOO	DUAL ACTION CLARIFYING SHAMPOO	REMOVES TRACE METALS
			CHLORINE BUILD-UP AND MINERAL DEPOSITS
			HEAVY POMADES, WAXES AND SPRAYS
AQUAR&LY	LOW AMMONIA (0.6-2.5) UNIQUE DISSIPATING AMMONIA	LESS CUTICLE DAMAGE LESS FADE	MORE REFLECTIVE SHINE COLOR MAINTAINS VIBRANCY ROOTS TO ENDS APPLICATION
<i>PERMANENT COLOR</i>	PHYTO WHEAT PROTEIN	ASSIMILATES DIRECTLY WITH KERATIN PROTEIN, TO REPAIR AND REBUILD	STRONGER, HEALTHY HAIR
	FINEST RAW INGREDIENTS (COCONUT, SOYBEAN, EFA)	CONDITIONS, INCREASED COLOR UNIFORMITY AND PIGMENT PENETRATION	LONGER LASTING COLOR AND SHINE
	VITAMIN C HIGH GLUTAMINE CONCENTRATION	TOTAL HYDRATION AND PROTEIN BALANCE	LEAVES HAIR SHINIER, STRONGER AND MORE MANAGEABLE
	SLIGHTLY COOLER NATURAL SERIES	LESS WARM UNDERTONES	GREAT COVERAGE FOR LEVELS 1-5
	1 1/2 TO 1 MIXING RATIO	REDUCES COST PER APPLICATION	INCOME GENERATING
	TRI-LEVEL BASE	NATURAL LOOKING HAIR, BETTER GRAY COVERAGE	ON TARGET LEVEL SYSTEM FADES ON TONE
	<i>"SIMPLE BY DESIGN"</i>	EASY TO LEARN, MORE TIME TO PERFECT THE ART	EVERY ON IN THE SALON CAN COLOR