

Dear Salon Owner

It has come to our attention that some concern has arisen regarding dating on our IT&LY color and color support products.

Historically it has been correctly understood that our cream colors being vacuum sealed have a virtually indefinite shelf life.

IT&LY HAIRFASHION distributes product in over 100 countries. Certain countries including those within the European Union require “best used by dates” WHICH **ARE NOT EXPIRATION DATES** and INDICATE THE USAGE TIME THAT A PRODUCT IS SAFE AND EFFECTIVE AFTER IT HAS BEEN OPENED.


The dating was and is intended most to address cosmetic usage such as foundations, lipsticks, mascara and those types that are dispensed in a significantly different manner than hair color or hair care products that are removed from the tube or bottle before coming in contact with potential skin, saliva or mucus membranes where bacteria may be transferred back into the packaging.

Again please be assured that there is no change in the shelf life expectancy of our product and that our COLOR TUBES ARE IN FACT SAFE AND EFFECTIVE FOR USE for virtually as long as the vacuum seal has not been broken. ONCE THE TUBE IS OPEN, product effectiveness is limited to proper storage and usage and exposure to air and potential contaminants. As a general rule, an unsealed but properly closed and stored tube under with limited exposure to these variables may be effective for 6-12 months. Product in usable condition will retain it's original cream yellow-white color and not be oxidized.

Should there be any questions, rest assured that IT&LY HAIRFASHION, MILAN assures the absolute authoritative credibility of this information and response as a most respected manufacturer, seller and exporter of hair color and cosmetic product under the most stringent regulations of the European Union.

Moreover, our Company, has been recently certified by one of the most important institution of certification as totally accomplishing the requests of UNI EN ISO 22716:2008. This unique certification grants that all production procedures and quality control tests have been audited and found in conformity and accordance with the requirements of the mentioned management system standards.

Milan, the 30th of September, 2013


Ivano Fusaro
Managing Director
G.V.F. - GIVIEFFE S.p.A.

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