



## TECHNICAL REFERENCE GUIDE





# COLORLY®

# ADVANCED FORMULA

**COLORLY ADVANCED FORMULA combines the most significant advancements in haircolor technology with IT&LY HAIRFASHION's total commitment to professional colorists and their clients.**

**Advancement and technology that can be measured – Seeing and feeling is believing. It's not about claims, it's about results.**

## FORMULATION

- Determine the hair's Natural level** by referring to the Natural Series Swatches on your COLORLY ADVANCED FORMULA Swatch Chart. Remember, you are determining only how light or dark the Natural level is and not its specific tone.
- Determine the Desired Level** – How light or dark do you want the end result to be?
- Referring to the DEVELOPER AND FORMULATION CHART**, determine the recommended developer usage to achieve your desired level.

### USING THE CHART -

- Find the Natural Color Level as indicated on the left side of the chart.
  - Find the Desired Color Level as indicated at the top of the chart.
  - Follow your Natural Color Level and Desired Color Level to the point on the chart that they intersect. The number indicated is the recommended volume of developer for your formulation.
- 4. Now refer to the COLOR SELECTION CHART** to choose the COLORLY ADVANCED FORMULA Shade and Series best suited to achieve your desired end result.

### USING THE CHART -

- The left side of the Color Selection Chart indicates the Natural or Level Value of the COLORLY ADVANCED FORMULA shade.  
*Example: 6R is a Red shade with a Level 6 value. 8N is a Natural shade with a Level 8 value.*
- The right side column indicates the Natural Color Contribution of the hair. This is the contributing color that will be reflected by the hair naturally when lifted to the specific desired level.  
*Example: Hair lifted from Level 5 to a desired Level 8 will contribute a naturally occurring yellow/orange pigment to your color formulation.*  
*Hair lifted from a natural Level 6 to a desired Level 9 will contribute a yellow pigment to your color formula.*
- Now that you have determined your desired shade level and the Natural Color Contribution at that level, refer to the bottom row of the chart to assist you in your series choice.

As the chart indicates, each series has a specific color balance. Determine whether you wish to refine/neutralize or enhance the Natural Color contribution at your desired level. Choose the series

best suited by the series description and/or base percentages to achieve your desired color.

*Example: You are lifting from a natural Level 6 to a Level 9. Your Natural Color Contribution is Yellow.*

**To Enhance:** If you choose to enhance the yellow Natural Color Contribution with a Natural Warm result, you may choose a 9TN. To enhance with even more warmth, you may choose a 9D or 9FA.

**To Refine.** If you choose to refine the yellow Natural Color Contribution, you may choose a 9B or 9C dependent on the degree of warmth that you wish to eliminate from your final result.

## FORMULATION FOR GRAY

**100% GRAY COVERAGE AT ANY LEVEL** – To ensure optimum Gray coverage;

- Determine percentage of gray.
- If gray percentage is 50% or more, 50% of your formula should be N or TN Series.  
*TN is recommended when desired result is a warm shade.*
- If gray percentage is less than 50%, no formulation adjustment is necessary.

### If Gray is extremely resistant;

- Apply color formula.
- Place a plastic cap on the client's head and heat under a pre-heated dryer for 5-10 minutes.
- Remove client from dryer and REMOVE CAP.
- Allow client to process ENTIRE recommended processing time at room temperature.

*Example: Formula is a color + 20 Volume\*. Process 5-10 minutes under dryer + 30 minutes at Room Temperature.*

**TOTAL Processing Time = 30-35 minutes.**

\*Gray coverage may be achieved with any volume of ADVANCED OXILY.



Optional: Coverage for **extremely resistant texture or extremely resistant gray** may be achieved using the COLORLY NI/Natural Intense Series available in 4NI, 5NI, 6NI, 7NI, 8NI, 9NI.



**IT&LY**  
HAIRFASHION  
Distributed in USA by  
IT&LY N.A.  
Ambridge, PA 15003 USA

FEATURES that can be measured –	BENEFITS that can be seen and felt.
Unique dissipating low ammonia.	Opens the cuticle to the absolute minimum required for complete penetration of advanced pigment molecules and conditioning agents. Leaving hair looking and feeling better.
True cream base fortified with coconut oil, soy oil, essential fatty acids and phyto-wheat proteins.	Repairs and strengthens hair's structural integrity. Leaves hair shiny and manageable.
Ultra-Advanced translucent dye molecules.	Guarantees deepest penetration, tonal stability and even coverage with exceptional color balance and depth.
Built in UV inhibitors.	Penetrates the cortex with the pigment to ensure long lasting fade-resistant color from the inside out.
Simple By Design - Unlimited by choice.	Simple By Design philosophy means that you spend less time trying to learn the system and more time perfecting the art. 68 intermixable shades – Unlimited results.

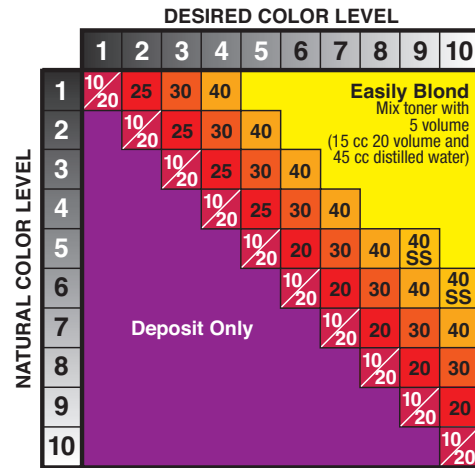
**DEVELOPER AND FORMULATION CHART**

**DEVELOPER USAGE**

OXILY ADVANCED FORMULA DEVELOPERS - triple stabilized for specific 2.5pH, longer shelf life and ingredient suspension. Formulated with the same conditioning agents as COLORLY ADVANCED FORMULA to deliver optimum condition, lift and deposit.

Desired Results	COLORLY ADVANCED FORMULA	OXILY ADVANCED FORMULA	Process Without Heat	OXILY ADVANCED FORMULA is available in 10, 20, 30 and 40 Volumes
Deposit only demi-permanent	1 tube	60 ml of 10 Volume	20 min.	
Deposit only permanent	1 tube	60 ml of 20 Volume	30 min.	
Lightening 1 level	1 tube	60 ml of 25 Volume	35 min.	
Lightening 2 levels	1 tube	60 ml of 30 Volume	40 min.	
Lightening 3 levels	1 tube	60 ml of 40 Volume	50 min.	
Lightening 4 levels	1 tube "SS"	90 ml of 40 Volume	50 min.	

Caution: Use of other developers with COLORLY ADVANCED FORMULA may result in uneven results and limit proper pigment penetration. Use only OXILY ADVANCED FORMULA Developer with COLORLY ADVANCED FORMULA.



When using EASILY BLOND on-the-scalp, you must perform a sensitivity test and use OXILY Developer.

**COLOR SELECTION CHART**

SERIES	LEVELS	BLUE	RED	YELLOW	DESCRIPTION
SS "SUPER LIGHTENING"	SSA	50%	20%	30%	A full range of high-lift blondes.
	SSB	35%	20%	45%	
	SSC	40%	20%	40%	
	SSD	5%	15%	80%	
	SSN	10%	30%	60%	
	SSM	5%	20%	75%	
MAGIC BLACK	1B	100%	0%	0%	Subtle reflection of blue, violet and ash bases.
	1V	90%	10%	0%	
	1C	90%	5%	5%	
ACCENTUTONES	AR	0%	100%	0%	Adding primary color intensity and balance.
	AG	0%	0%	100%	
	AB	100%	0%	0%	
	N	0%	0%	0%	

	N	C	B	D	FM	FA	T	R	V	P	RU	M	TN	
	NATURAL	ASH	BEIGE	GOLD	TUTTI FRUTTI	TUTTI FRUTTI	TITIAN	COPPER RED	IRISEE	IRISEE	IRISEE	ROSA FLORENTIA	MEDERRAIGN	
BLACK	1	C1N												BLUE 1
DARKEST BROWN	2	C2N												BLUE VIOLET 2
DARK BROWN	3	C3N												VIOLET 3
MEDIUM BROWN	4	C4N							C4V			C4M	C4TN	RED VIOLET 4
LIGHT BROWN	5	C5N	C5C	C5D					C5V	C5P		C5M	C5TN	RED 5
DARK BLONDE	6	C6N	C6C	C6B	C6D		C6T	C6R		C6P	C6RU	C6M	C6TN	RED ORANGE 6
MEDIUM BLONDE	7	C7N	C7C	C7B	C7D	C7FM	C7FA	C7T	C7R			C7MB C7MP C7MR	C7TN	ORANGE 7
LIGHT BLONDE	8	C8N	C8C	C8B	C8D		C8FA	C8T	C8R				C8TN	YELLOW ORANGE 8
LIGHTEST BLONDE	9	C9N	C9C	C9B	C9D		C9FA						C9TN	YELLOW 9
ULTRA LIGHT BLONDE	10	C10N	C10C		C10D								C10TN	PALE YELLOW 10
Percentages of Blue, Red and Yellow	45 30 25	70 10 20	40 40 20	10 25 65	0 75 25	0 60 40	0 70 30	0 80 20	35 85 0	20 80 0	10 85 5	10 80 10	20 40 40	
ENHANCEMENT AND REFINEMENT QUALITY	Neutral + Slightly Cool	Cancel Red & Orange	Cancel Yellow & Gold	Adds Golden Tone	Adds Intense Red Tone	Adds Intense Red Tone	Adds Orange + Red Tone	Adds Copper Red Tone	Adds Violet Plum Tone	Adds Violet Plum Tone	Adds Violet Plum Tone	Adds Plum + Burgundy Tone	Adds Warmth Without Red	

**REAL PEOPLE, REAL COLOR**



**Introducing...**

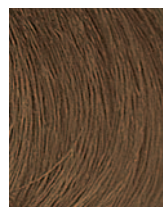
**7 New Outstanding Shades from COLORLY ADVANCED FORMULA, based specifically on your requests.**

**Subtle yet bold...**

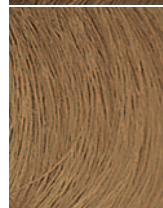
The new RD and BD Series offers the perfect blend of warmth and depth from rich and natural, dark golden-copper browns to elegant golden-beige blonds that even nature would envy?



**COLORLY ADVANCED FORMULA  
COLORLY Golden Shades Swatch Pyramid  
2006 COLOR UPDATE  
Color Project Styling Apron**



**7BD**  
Golden Beige Blond



**8BD**  
Light Golden Beige Blond



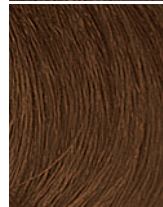
**4RD**  
Golden Copper Brown



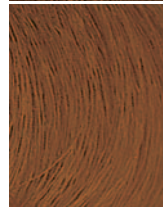
**5RD**  
Light Golden Copper Brown



**6RD**  
Dark Golden Copper Blond



**7RD**  
Golden Copper Blond



**8RD**  
Light Golden Copper Blond

**IT&LY**  
HAIR FASHION N.A., INC.

Ambridge, PA 15003  
USA

800.621.4859  
[www.italyhairfashion.com](http://www.italyhairfashion.com)

**FOR TECHNICAL ASSISTANCE: 1-800-621-4859 • MON.-FRI. 8:00 A.M. - 5:00 P.M.**