



ASIAN COLOR FES

PRODUCTS GUIDE

- Before using ASIAN COLOR FES ...
Thoroughly read instruction manual before using products.
※Perform an allergy patch test every time you use the products.
※Never use on anyone who has had an allergic reaction to a color product in the past.
※Always wear gloves when handling products, such as during application and when rinsing.
- Performing a strand test to test color
Take 2-3 strands of hair at the back of head, underneath the surface,
where the overall design will not be affected. Apply color within a piece of foil, and leave 15 minutes.
Wipe and check color and use result to determine formula.



ASIAN COLOR FES
WEB SITE



ARIMINO OFFICIAL
INSTAGRAM



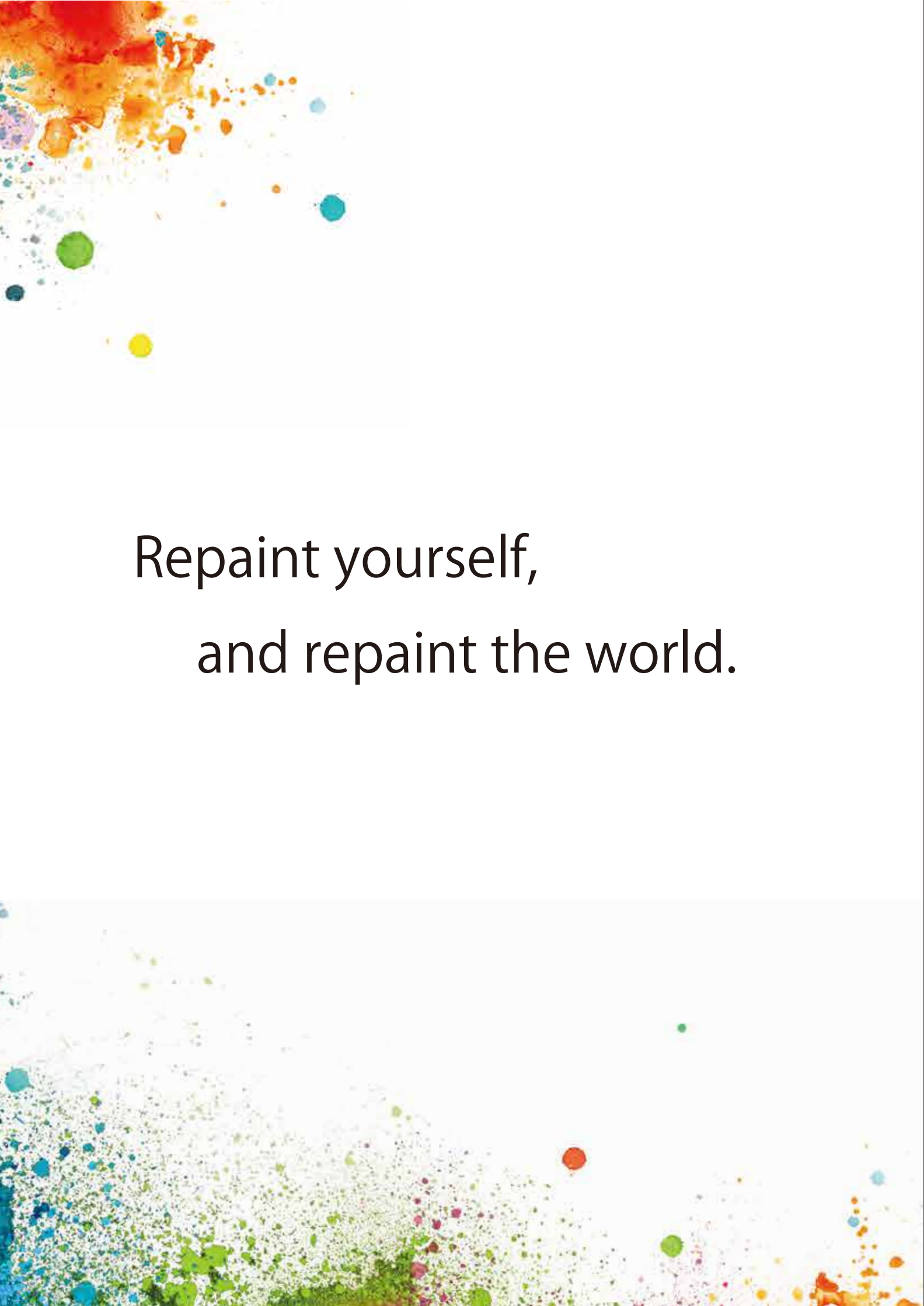
ASIAN COLOR FES
OFFICIAL INSTAGRAM



ARIMINO INTERNATIONAL
OFFICIAL INSTAGRAM

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Repaint yourself,
and repaint the world.

Let's take a different view
from the one we have been seen so far.
Let's take a step towards what makes our heart beat fast.

Infinite possibilities open up with vibrant colors.
Unleash your personality with colors, just the way you feel.

With colors no one but you can create,
repaint yourself and the world.

ASIAN COLOR FES

LIFT ▲ Alkaline Colors

BOOSTER SERIES

CONTROL SERIES

	MAT	ASH	GRAY	VIOLET	NATURAL	PINK	RED	ORANGE	B.B	
14										Hair Color : OX (OX6%) Mix Ratio 1:2
12										
10										Hair Color : OX (OX6%) Mix Ratio 1:1
9	10 MAT : 8 MAT 1:1	10 ASH : 8 ASH 1:1	10 GRAY : 8 GRAY 1:1	10 VIOLET : 8 VIOLET 1:1		10 PINK : 8 PINK 1:1	10 RED : 8 RED 1:1	10 ORANGE : 8 ORANGE 1:1		
8										Hair Color : OX (OX6%) Mix Ratio 1:1
7	8 MAT : 6 MAT 1:1	8 ASH : 6 ASH 1:1	8 GRAY : 6 GRAY 1:1	8 VIOLET : 6 VIOLET 1:1		8 PINK : 6 PINK 1:1	8 RED : 6 RED 1:1	8 ORANGE : 6 ORANGE 1:1		
6										
5										
1										

※The ratio shows the combination dyes.

	LIGHTENER
14	
10	

■ COLOR CODE

LIFT
Alkaline Color

8 NATURAL
Brightness | Color (NATURAL)

BOOSTER SERIES
Alkaline Color

8 B.B
Brightness on 30% gray hair | Color (Brown Booster)

CONTROL SERIES Alkaline Colors / Low Alkaline Color is Clear only

	conc. GREEN		conc. BLUE		conc. GRAY		conc. ROSE		conc. YELLOW		CLEAR ASH		CLEAR PINK		CLEAR SILVER		CLEAR BEIGE		CLEAR APRICOT
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LOW LIFT ▼ Low Alkaline Colors

	MAT	ASH	GRAY	VIOLET	NATURAL	PINK	RED	ORANGE	
10	M8 : CLEAR 2:1	A8 : CLEAR 2:1	G8 : CLEAR 2:1	V8 : CLEAR 2:1	N10	P8 : CLEAR 2:1	R8 : CLEAR 2:1	OR8 : CLEAR 2:1	Hair Color : OX ((OX2.8%)) Mix Ratio 1:1
8	M8	A8	G8	V8	N8	P8	R8	OR8	
6	M6	A6	G6	V6	N6	P6	R6	OR6	
5									



■ COLOR CODE

LOW LIFT
Low Alkaline Color

N8
Color (Natural) | Tone (Finished tint density is equivalent to LIFT 8)

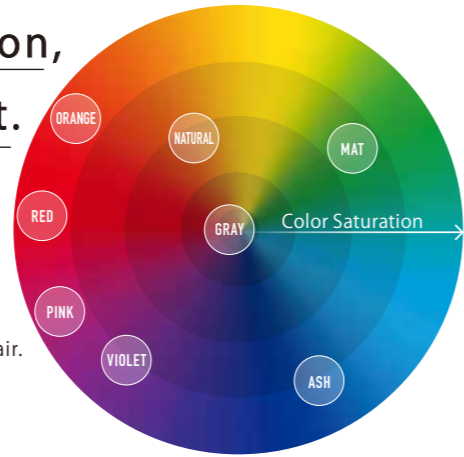
※The ratio shows the combination dyes. ※N9 (N10 : N8 1 : 1) N7 (N8 : N6 1 : 1)

※Color samples are on gray hair. Printed color may differ slightly from actual results.

High brightness and Strong coloration, realized with the pure color concept.

The pure color concept realized through unique base and dye formulations will expand the range of expressions while caring your hair.

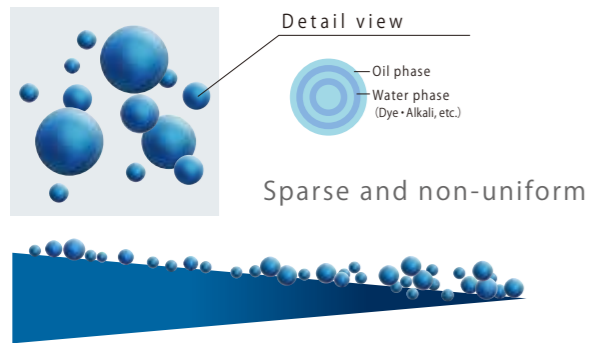
Each hue is set to a saturation that produces extraordinarily vivid color on your hair.



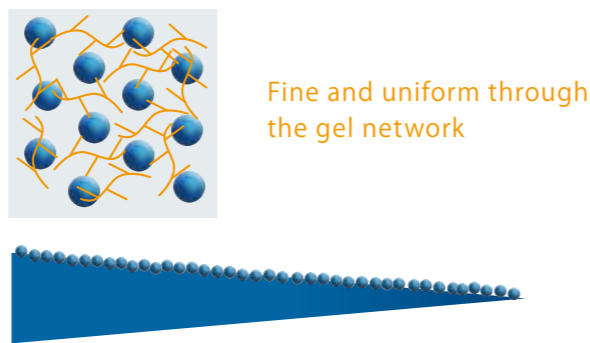
BASE Gel Network Formulation in pursuit of uniform coloring.

With a structure that contains the dye and alkali within a gel network, it realizes a fine, uniform base and enables beautiful and well-defined color expression.

Our Conventional Products



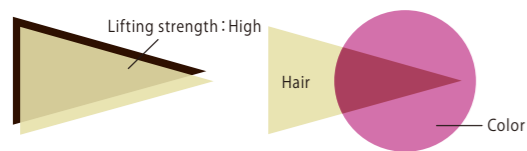
ASIAN COLOR FES



DYE Vivid coloring not relying on lifting strength.

By combining color that enhance brightness, vivid colors are produced without using any more lifting than is necessary.

Our Conventional Products



ASIAN COLOR FES



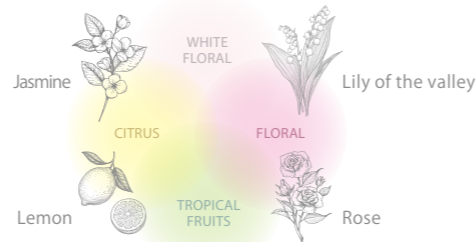
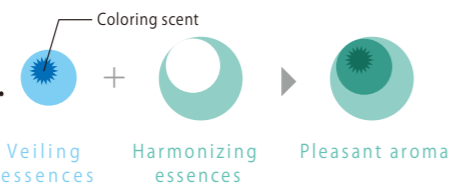
Passion for fragrance

ASIAN COLOR FES Aromatic Essences

Fresh floral aroma makes comfortable feelings during coloring.

Use the scent of coloring as a part of fragrance to mask it.

Rather than masking the scent of coloring with a strong aroma, we use it as a part of fragrance. This makes the remaining coloring-smell hard to detect, with an overall casual aroma that is a point of pride.



※Images are for illustrative purposes only.

Line Up • Features

Oxidative Hair Colors <71 shades> Oxidative hair colors • Hair lighteners 85g each

Developers 1,200g each



Alkaline color

LIFT ▲
Alkaline color
<8colors 38shades>
Bleach | ★★ ★
Color | ★★ ★
Hair color: OX (6%, 2.8%)
1:1 — 1:2



Low alkaline color

LOW LIFT ▼
Low Alkaline color
<8colors 18shades>
Bleach | ★ ☆ ☆
Color | ★★ ★
Hair color: OX (2.8%) 1:1

CONTROL SERIES
Alkaline colors / Only Clear is Low Alkaline color
<7colors • LT2shades+CL>
Color adjustment
• conc. (Accent colors) 5colors
• CLEAR ASH / CLEAR PINK
• LIGHTENER 2shades • CLEAR

BOOSTER SERIES
Alkaline colors
<5shades>
Dyeing gray hair / Replenishing brown tint

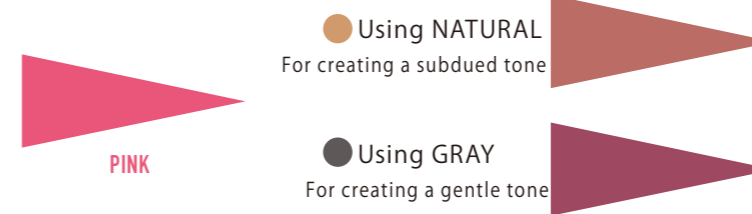


OX 6%



OX 2.8%

Color Saturation Adjustment



● Using CLEAR ASH & CLEAR PINK

For adjusting texture with pale color tones. You can use them as if they were clear.

• Fashion Color
Softening color for those who suffer from too strong coloration on new growths or colored parts.

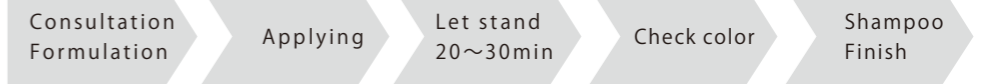
• Bleach Color
Using as a base for a pale tone expression.

Toning Down Chart (LIFT ▲ Alkaline color)

Desired level	Current level								
	7	8	9	10	11	12	13	14	
13								10:10N (1:1)	
12							10:10N (1:1)	10:9N (1:1)	
11						10:10N (1:1)	10:9N (1:1)	10:8N (1:1)	
10				10	10	10:9N (1:1)	10:8N (1:1)	10:7N (1:1)	
9				10:8 (1:1)	10:8 (1:1)	10:8:8N (1:1:2)	10:8:7N (1:1:2)	10:8:6N (1:1:2)	
8			8	8	8	8:7N (1:1)	8:6N (1:1)	8:5N (1:1)	
7		8:6 (1:1)	8:6 (1:1)	8:6 (1:1)	8:6 (1:1)	8:6:6N (1:1:2)	8:6:6N (1:1:2)	8:6:5N (1:1:2)	
6	6	6	6	6	6	6:6N (1:1)	6:5N (1:1)	6:5N (1:2)	

※ Hair color: OX (OX 2.8%) =1:1 ※ The same combination works for LOW LIFT (Slightly alkaline color) N ... NATURAL


Basic Process




B.B RECIPE

BEFORE


DATA Thick Normal Thin
 Stiff Normal Soft
 Short Medium Long


▶ New growth parts  W-vol 20%

▶ Colored parts  10 Lv

B.B

▶ Finish 8 Lv Warm Brown

▶ New growth parts  8 B.B
Color: OX = 1 : 1 (OX6%)

▶ Colored parts  9 B.B
Color: OX = 1 : 1 (OX2.8%)
 <If gray hair is showing> OX6%

B.B
×
GRAY


▶ Finish 8 Lv Cool Brown


▶ New growth parts  8 B.B : 6GRAY = 3 : 1
Color: OX = 1 : 1 (OX6%)

▶ Colored parts  9 B.B : 8GRAY = 3 : 1
Color: OX = 1 : 1 (OX2.8%)
 <If gray hair is showing> OX6%

B.B
×
NATURAL

▶ Finish 8 Lv Neutral Brown

▶ New growth parts  8 B.B : 6NATURAL = 3 : 1
Color: OX = 1 : 1 (OX6%)

▶ Colored parts  9 B.B : 8NATURAL = 3 : 1
Color: OX = 1 : 1 (OX2.8%)
 <If gray hair is showing> OX6%

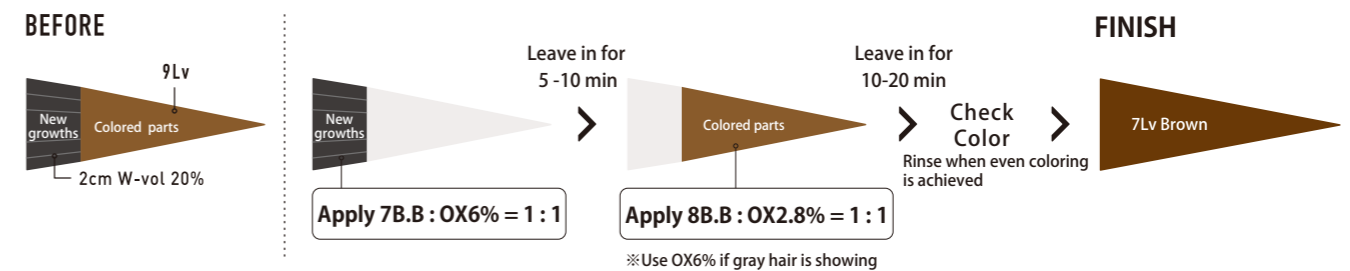
Warm B.B colors to dye gray hair in a bright tone

A warm B.B (Brown Booster) has been added to the ASIAN COLOR FES, further expanding the range of expression. The unique base and dye formulation harmonize the contrast between black hair and gray hair, and dye gray hair in a bright tone like fashionable colors.



Basic Usage Example

Dye new growths W-vol 20% and colored parts 9 Lv hair to 7 Lv brown hair.

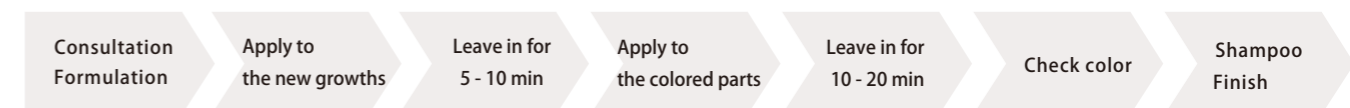


Tone Down Chart

LEVEL	Current level				
	7	8	9	10	11
9				9 B.B : CLEAR (3:1)	
8			9 B.B		
7		8 B.B			
6	7 B.B				

※When a single B.B color is used

Basic Process



B.B VARIATION

Choosing Color Agents

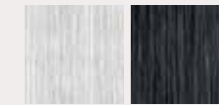
By combining B.B and LIFT, you can freely express colors while dyeing gray hair.



If the volume of gray hair is small, add a little portion of **deep brown** to **the color base**.

As the volume of gray hair increases, combine colors with **the brown base**.
LIFT 6Lv is a dark dye without brown color, and allows for strong color development.

How to see the hair strands



The left and light hair strands show images when white hair and 20% gray hair are dyed.

Color variation for 20% gray hair

<Agents used>

B.B(desired brightness) : LIFT 6Lv = 3 : 1
Color : OX = 1 : 1 (OX 6%)

LIFT ▲ 6Lv B.B	MAT	ASH	GRAY	VIOLET	NATURAL	PINK	RED	ORANGE
	9 B.B							
8 B.B								
7 B.B								
6 B.B								

※LIFT 6Lv strand show image when white hair is dyed.