



color story

**Δ D M I O**


カラーストーリー アドミオ

PRODUCTS GUIDE

**ARIMINO**

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# Colors are Magnetic

The world is filled with a myriad of colors.

Colors that are subtly, yet surely, assertive;

Colors that are bold, yet classy;

Soft colors with an air of dignified elegance.

Colors have the magnetic power to draw people in.

We can choose to color our hair any way we please,

Whether for that lasting first impression

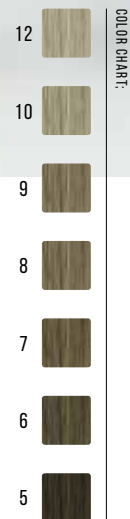
Or the constant turning of heads on the street.

The key lies in choosing beautiful colors

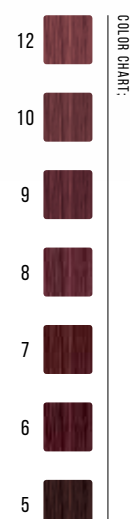
That give your hair an exceptionally radiant tone.

ADMIO makes that color a reality.

A Beautifully Clear Ochre  
For a Sunny, Bright and Soft Look



A Deep, Rich Russet  
For a Modern, Sophisticated Look

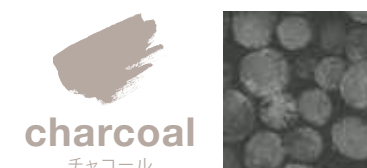


# Translucent Aqua For a Cool Finish



※ The ratio shows the combination of dyes.

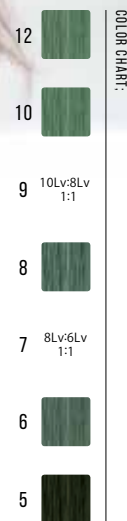
# Perfectly Pale Charcoal For a Light, Soft Effect



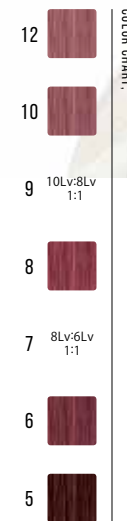
※ The ratio shows the combination of dyes.

A Soft Bay Leaf Green  
For the Effortlessly Chic Look

An Elegant Lilac  
For Glossy Sophistication



※ The ratio shows the combination of dyes.



※ The ratio shows the combination of dyes.



A Luxurious Amaranth  
Giving Bold Touch to Soft, Silky Hair



COLOR CHART:

12	
10	
9	10Lv:8Lv 1:1
8	
7	8Lv:6Lv 1:1
6	



※ The ratio shows the combination of dyes.

A Warm Brown Sienna  
For a Soft, Shimmering Appearance



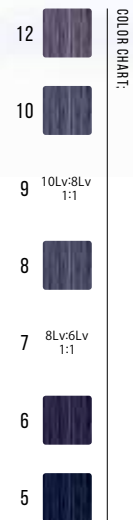
COLOR CHART:

12	
10	
9	10Lv:8Lv 1:1
8	
7	8Lv:6Lv 1:1
6	
5	



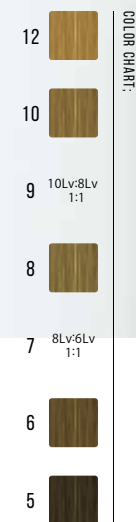
※ The ratio shows the combination of dyes.

A Whitish Tear  
For a Vibrant Sense of Luminosity



※ The ratio shows the combination of dyes.

A Sophisticated Sunbeat  
For a Bright, Energetic Impression



※ The ratio shows the combination of dyes.



# PRODUCTS



# Beautiful Gloss and Colors with Less Damage: Hair Color with Stabilized Antioxidant Formula <sup>※1</sup>

※1 Distributes pigments to the core of the hair through effective antioxidation



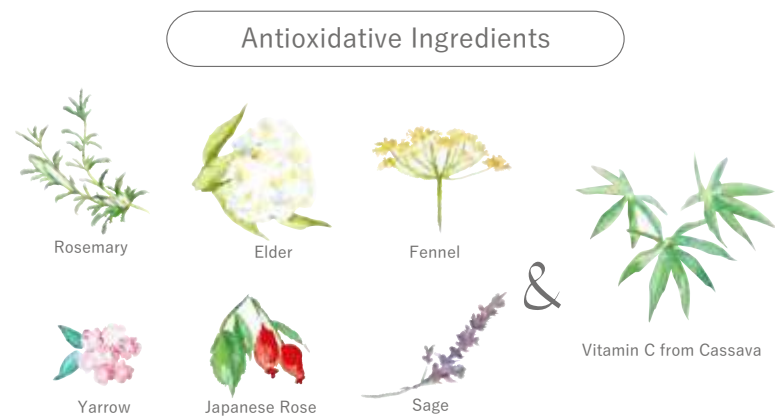
## POINT 1 LESS DAMAGE

Enjoy repeated colorings

### Stabilize Antioxidant Formula <sup>※1</sup>

ADMIO colors contain 7 antioxidative botanical extracts, which stabilize oxidation during coloring, resulting in vivid colors with less damage.

※1 Distributes pigments to the core of the hair through effective antioxidation



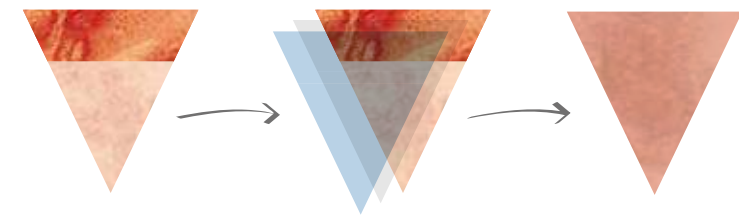
## POINT 2 COLOR

Vibrant, long-lasting colors

### The Foundation Effect

One of the keys to a beautifully finished color is to prepare a monotone base as the Foundation on which to lay the color, similar to what foundation does for the face. The result is a beautifully even color from roots to ends, with colors lasting 20% longer.<sup>※2</sup>

※2 Compared to our existing products



The Foundation Effect prepares an even base to achieve the desired color

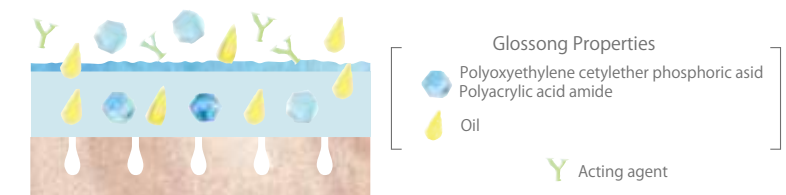
## POINT 3 SHINE

A Beautifully brilliant, mirror-like shine

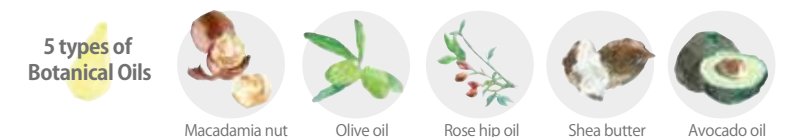
### The Base Make-Up Formula

Provides 50% more shine than previous color products.<sup>※2</sup>The Base Make-Up Formula covers the surface of the hair, while glossing properties in the color, along with 5 botanical oils, are spread and adhered evenly throughout the hair, resulting in beautifully radiant, shiny hair.

※2 Compared to our existing products



Glossing properties are spread and adhered evenly



※Added for their moisturizing properties

※ Images are for illustrative purposes only.

## COLOR CHART

	ochre	russet	aqua	charcoal	bay leaf	lilac	amaranth	sienna	tear	sunbeat
12										
10										
9										
8										
7										
6										
5										

※ Mixing ratio for level 12 and above is 1 : 2 (hair color : developer)  
 ※ Color samples are on gray hair. Printed colors may differ slightly from actual results.

14 lightener	clear

### ● Before using Color Story ADMIO:

- ※ 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 stands 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 for 15 minutes. Wipe and check color, and use results to determine formula.

## TONE DOWN

[ ochre russet sienna ]

Desired level	Current level								
	7	8	9	10	11	12	13	14	
12							10Lv OX2.8%	9Lv OX2.8%	7Lv OX2.8%
10					10Lv OX6%	9Lv OX2.8%	8Lv OX2.8%	7Lv OX2.8%	
9				9Lv OX2.8%	9Lv OX2.8%	9Lv:8Lv (1:1) OX2.8%	8Lv:7Lv (5:1) OX2.8%	7Lv:6Lv (3:1) OX2.8%	
8			8Lv OX2.8%	8Lv OX2.8%	8Lv OX2.8%	8Lv OX2.8%	7Lv OX2.8%	6Lv OX2.8%	
7		7Lv OX2.8%	7Lv OX2.8%	7Lv OX2.8%	7Lv OX2.8%	7Lv OX2.8%	6Lv OX2.8%	6Lv:5Lv (5:1) OX2.8%	
6	6Lv OX6%	6Lv OX2.8%	6Lv OX2.8%	6Lv OX2.8%	6Lv OX2.8%	6Lv OX2.8%	6Lv:5Lv (5:1) OX2.8%	6Lv:5Lv (1:1) OX2.8%	

※ The ratio shows the combination dyes.  
 ※ 9 sienna (10Lv:8Lv=1:1) ※ 7 sienna (8Lv:6Lv=1:1)

[ aqua charcoal bay leaf lilac amaranth tear sunbeat ]

Desired level	Current level								
	7	8	9	10	11	12	13	14	
12							10Lv:10Lv* (1:1) OX2.8%	10Lv:9Lv* (1:1) OX2.8%	
10					10Lv OX6%	10Lv:9Lv* (1:1) OX2.8%	10Lv:8Lv* (1:1) OX2.8%	10Lv:7Lv* (1:1) OX2.8%	
8			8Lv OX6%	8Lv OX2.8%	8Lv OX2.8%	8Lv:8Lv* (1:1) OX2.8%	8Lv:7Lv* (1:1) OX2.8%	8Lv:6Lv* (1:1) OX2.8%	
6	6Lv OX6%	6Lv OX2.8%	6Lv OX2.8%	6Lv OX2.8%	6Lv OX2.8%	6Lv:7Lv* (1:1) OX2.8%	6Lv:6Lv* (1:1) OX2.8%	6Lv:5Lv* (1:1) OX2.8%	

\*With combined with ochre / russet / sienna.  
 ※ The ratio shows the combination of dyes.

LINE UP



ochre russet aqua charcoal bay leaf lilac amaranth sienna tear sunbeat

10 colors 53 shades/LT/CL [Oxidative hair colors·hair lighteners] 90g each

LT = Lightner/CL = Clear



OX 6%



OX 2.8%

Developers 1000g each

Color care products for skin and scalp protection

※ Not intended to prevent rashes



Color Care Essence<Skin·Hair oil> 60mL

A multi-purpose oil for use before and after coloring  
Made completely of botanical ingredients

- Replenishes skin and hair with moisture
- Pleasant scent from essential oils
- Use before coloring to protect scalp
- Eases discomfort after coloring



Color Care Shampoo 680mL



Color Care Treatment 680g



Color Care Shampoo 40mL  
Color Care Treatment 40g

Shampoo and Treatment for  
Intensive 3 Days Color Care

- Replenishes skin and hair with moisture
- Color last longer
- Provides extra shine to finished hair
- Cares for damages due to hair coloring

# how to use?

## Using the Color Care Items

**1** *Start!*  **Apply Color Care Essence on scalp**  
Reference amount : 20-30 drops

**2**  **Color application**

**3**  **Let stand**

**4**  **Shampoo&Treatment**

**5**  **Apply Color Care Essence focusing on hair ends**  
Reference amount (as a leave-in conditioner)  
Short 1-2 drops/medium 3-4 drops/Long 8-10 drops

**6**  **Intensive 3days Color Care with Home Care Products**

**7** *Finish!*  **Apply Color Care Essence focusing on hair ends**

**At home**

## INFORMATION

### Instructions for use

■ The basic ratio of 1st agent and OX

**[Lv 12 or higher]** 1st agent : OX(6%)=1 : 2    **[Lv 10 or lower]** 1st agent : OX(6%)=1 : 1

■ Reference amount for 1st agent

**New growth parts** | 40-50g (for 2cm retouch)    **Colored parts** | Short up to 30g / Medium 30g-50g / Long 50g+

※ May vary slightly depending on hair length, quality, and volume.

■ Estimated leave-in time

With the standard single process hair color, first the new growth parts are applied, followed by the colored parts are applied, and then it is left in for 20 minutes.

Even in cases of level 12 or higher colored parts or damaged parts, please leave in for 10min or longer.

■ How to use OX concentration properly

6% | If you wish to make hair brighter than its current color, if you wish a vivid finish.

2.8% | If you wish to make hair darker than its current color, if you wish to firmly set in new colors in colored parts.

※ 4.4% (6%:2.8%=1:1) | For new growth parts of those with soft or thin hair. (to prevent it from becoming too bright) when you wish to replenish color while keeping the brightness of the colored parts. (soften the dullness)

### ADMIO brand site

We will deliver the latest ADMIO information, such as product/color lineups, ADMIO style, recipes, salon voices, etc.



### ADMIO SCHOOL

This is an educational tool that provides important knowledge and techniques for using ADMIO, from the fundamentals to application.



### Instagram

@colorstory\_  
#アドミオカラ

