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# ASIAN COLOR

## T I C U

## PRODUCT GUIDE

LIFT / BOOSTER SERIES  
LOW LIFT / PURE / CONTROL SERIES  
VIVID+ / COLOR SHAMPOO

ARIMINO



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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 / BOOSTER SERIES LOW LIFT / PURE / CONTROL SERIES

**COLOR CREAM** <92 shades • LT 2 shades/CLEAR> Oxidative hair color • Hair lightener: 85g each / Clear: 400g



### LIFT ▲

Alkaline color

<8 colors 38 shades>

Bleach	★ ★ ★
Color	★ ★ ★

Color cream : OX(6%, 2.8%)  
1:1 - 1:2

### BOOSTER SERIES

Alkaline color

<5 shades>

Dye gray hair / Replenish brown tint



**DEVELOPER** 1,200g each



### LOW LIFT ▽

Low alkaline color

<8 colors 18 shades>

Bleach	★ ★ ★
Color	★ ★ ★

Color cream : OX(2.8%) 1:1



### PURE

Alkaline color

<9 colors 21 shades>

Bleach	★ ★ ★
Color	★ ★ ★

Color cream : OX(2.8%) 1:1

**VIVID+** <8 colors> Direct dye color : 150ml each



Shaker bottle



### CONTROL SERIES

Alkaline color

<10 colors • LT 2 shades>

Color adjustment

- conc.(accent color) 5 colors
- CLEAR ASH/CLEAR PINK/CLEAR SILVER/  
CLEAR BEIGE/CLEAR APRICOT
- LIGHTENER 2 shades



Low alkaline color

<CLEAR>

**COLOR SHAMPOO** <2 colors> 280ml each



# COLOR CHART

## LIFT ▲ Alkaline color

	MAT	ASH	GRAY	VIOLET	NATURAL	PINK
14						
12						
10						
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
8						
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
6						
5						
1						

\* The ratio shows the combination dyes.

## LOW LIFT ▼ Low alkaline color

	MAT	ASH	GRAY	VIOLET	NATURAL	PINK
10	M8 : CLEAR 2:1	A8 : CLEAR 2:1	G8 : CLEAR 2:1	V8 : CLEAR 2:1		P8 : CLEAR 2:1
8						
6						
5						

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

## BOOSTER SERIES

	RED	ORANGE	B.B
14			
12			
10			
9	10 RED : 8 RED 1:1	10 ORANGE : 8 ORANGE 1:1	
8			
7	8 RED : 6 RED 1:1	8 ORANGE : 6 ORANGE 1:1	
6			
5			
1			

Color cream : OX  
(OX6%)  
Mix ratio  
1:2

Color cream : OX  
(OX6%)  
Mix ratio  
1:1

## CONTROL SERIES

	LIGHTENER
14	
10	



## CONTROL SERIES

	CLEAR

Color cream : OX  
(OX2.8%)  
Mix ratio  
1:1

■ COLOR CODE  
**N8**  
Low alkaline color  
Color Tone  
(Finished tint density  
is equivalent to LIFT8)

## PURE Alkaline color

	MINT	CYAN	VIOLET	PURPLE	PINK
P13					
P9					
P4					

※The ratio shows the combination dyes.

	APRICOT	G.BEIGE	BEIGE	W.BEIGE
P13				
P9				
P4				

Color cream : OX  
(OX2.8%)  
Mix ratio  
1:1

■ COLOR CODE  
**P9 BEIGE**  
PURE Tone Color  
(Finished tint density  
is equivalent to LIFT9)

## CONTROL SERIES Alkaline color

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## VIVID+

	GREEN	BLUE	PURPLE	PINK	RED

	ORANGE	YELLOW	CLEAR

## COLOR SHAMPOO

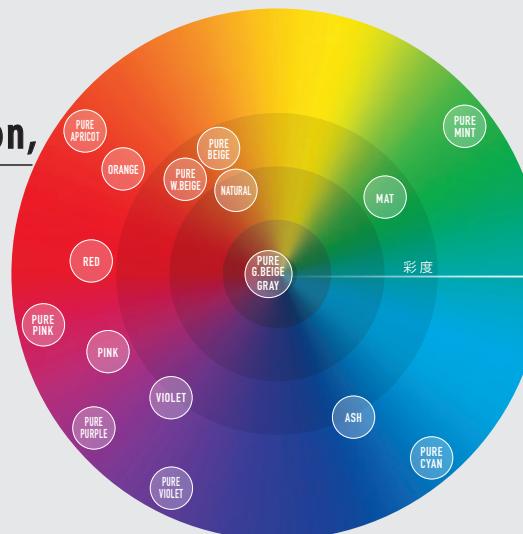
	PURPLE	PINK

※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.

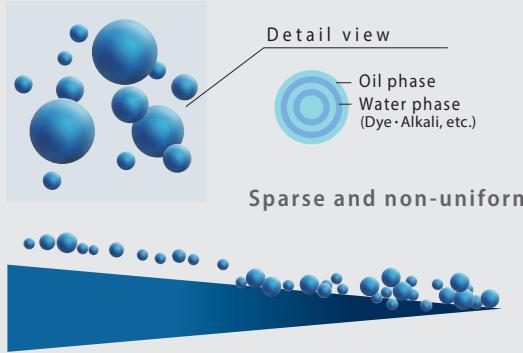


### BASE

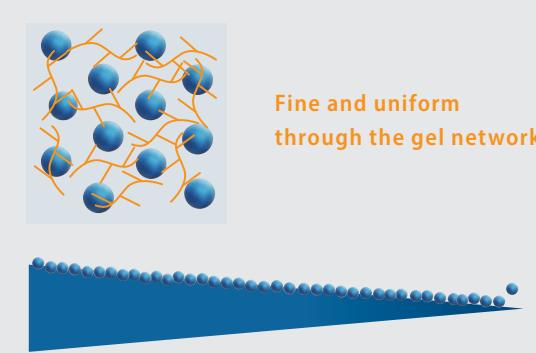
#### "Gel network formulation" in pursuit of uniform coloring.

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 product



##### ASIAN COLOR FES



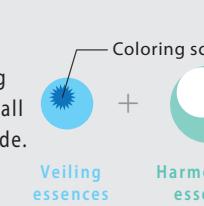
Fine and uniform  
through the gel network

### FRAGRANCE

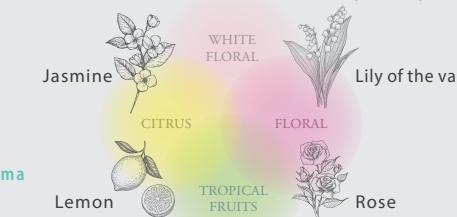
#### Use the scent of coloring as a part of fragrance to mask it.

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.

##### ASIAN COLOR FES Aromatic essences



Fresh floral aroma makes comfortable feelings during coloring.



## LIFT / LOW LIFT

#### Vivid coloring not relying on lifting strength

##### 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 product



##### ASIAN COLOR FES



### FINISHED IMAGE

(LIFT ▲ Alkaline color)

	MAT	ASH	GRAY	VIOLET	NATURAL	PINK	RED	ORANGE
10								
8								

※ Color samples are on virgin hair.

### TONE DOWN CHART

(LIFT ▲ Alkaline color)

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	10:9N (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 (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	6:5N (1:1)	6:5N (1:1) 6:5N (1:2)

※ Color cream : OX (OX 2.8%) = 1:1      ※ The combination is the same for LOW LIFT (Low alkaline color)      N ... NATURAL

### BASIC PROCESS



# PURE

Alkaline colors specialized for hair coloring after bleaching

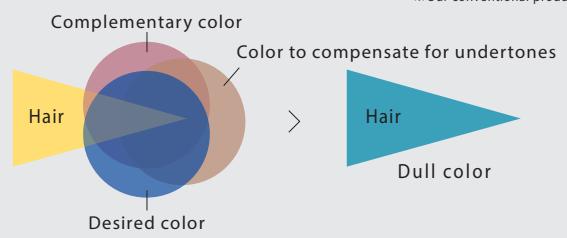
## FEATURE

**POINT 1** Dye design that does not mix complementary colors   **POINT 2** Even coloring even with uneven undertones

**POINT 3** Smooth application

**DYE** By composing the desired color with multiple dyes, both saturation and evenness can be achieved.

### Alkaline color for non-bleach hair



When alkaline colors for non-bleach hair are used on high-toned hair, the complementary colors and colors that compensate for undertones contained in the product tend to reduce the saturation and make the hair look dull.

## FINISHED IMAGE

	MINT	CYAN	VIOLET	PURPLE	PINK	APRICOT	G.BEIGE	BEIGE	W.BEIGE
P13									
P9									
P4									

※Color samples are on 18LV

## BASIC PROCESS



# CONTROL SERIES

Adjustment colors to expand the range of expressions

By adjusting the saturation, you can change not only the color but also the appearance and overall look to your desired effect.

## CONC.

Saturation adjustment with high saturated color tone.

## COMBINED EXAMPLE



CLEAR ASH / CLEAR PINK / CLEAR SILVER  
CLEAR BEIGE / CLEAR APRICOT

Adjust the appearance texture with pale tones.  
Can be used in the same way as the CLEAR.

## COMBINED EXAMPLE

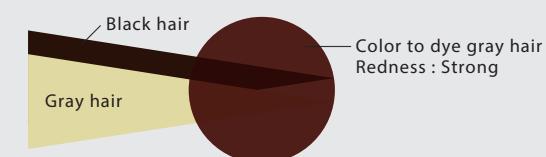


# BOOSTER SERIES

Warm B.B colors to dye gray hair in bright tones

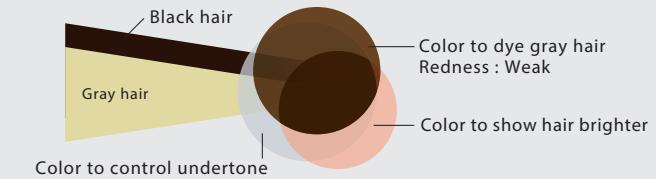
The unique base and dye formulation harmonize the contrast between black hair and gray hair, and dye gray hair in bright tones like fashionable colors.

## Our conventional product



A strong red finish, making black hair less bright.

## AISAN COLOR FES



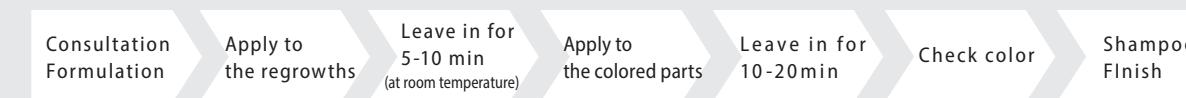
Colors to show hair brighter and to control undertone soften the contrast between gray hair and black hair, producing a brighter finish with the redness toned down.

## 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 using B.B alone.

## BASIC PROCESS



# VIVID+

**"High-saturation and high-concentration", foam-type basic liquid color**

## FEATURE

**POINT 1** Dense foam that reduces stress on the hair   **POINT 2** Formulation design with higher dye concentration

**POINT 3** Excellent compatibility with alkalis

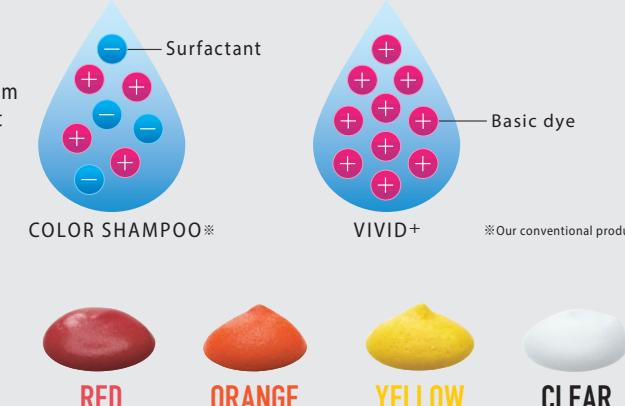
## BASE

Bouncy foam for easy and even application to hair.



During the process of applying foam to hair, it becomes bouncier, and it can be enveloped the hair without losing its elasticity.

Unique base formulation that allows for high concentration of basic dyes.



**DYE** Formulated only with basic dyes that are highly compatible with alkalis.

The simple dye composition produces high saturated colors with no dullness.

## FINISHED IMAGE

GREEN	BLUE	PURPLE	PINK	RED	ORANGE	YELLOW	CLEAR

\*Color samples are on 18LV.

## BASIC PROCESS



\*1 Use BLEACH120

\*2 Shampoo if you are concerned about scalp staining.

# COLOR SHAMPOO

**Color shampoo that maintains the beautiful color changes in hair coloring after bleaching**

## FEATURE

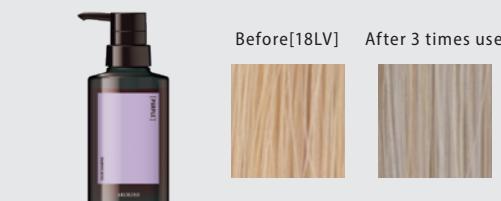
**POINT 1** Pale shades correct and even out hair color after bleaching

**POINT 2** Even bleached hair is tangle-free and feels smooth after washing

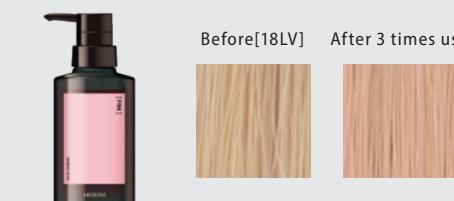
**POINT 3** Formulated with hair repair ingredient "Betain"

## FINISHED IMAGE

### PURPLE



### PINK



\*The color gradually deeper with each use.

\*AFTER is an illustrative photo when used color shampoo for 3 consecutive days. Finish may vary depending on hair color or hair condition before use.

## BASIC PROCESS



### ● 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



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\* Photos are for illustrative purposes only.