color story

ADMIO

カラーストーリー　アドミオ

ARIMINO

ミックス
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color story

ΔDMIO

カラーストーリー　アドミオ



Colors are magnetic

The world is filled with a myriad of colors.

Colors that are subtly, yet surely, assertive;

Colors that are hold, 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 contrast turning of heads on the street.

The key lies in choosing beautiful colors

that give you hair an exceptionally radiant tone.

ADMIO makes that colors a reality.

TECHNOLOGY

Beautiful gloss and colors with less damage:

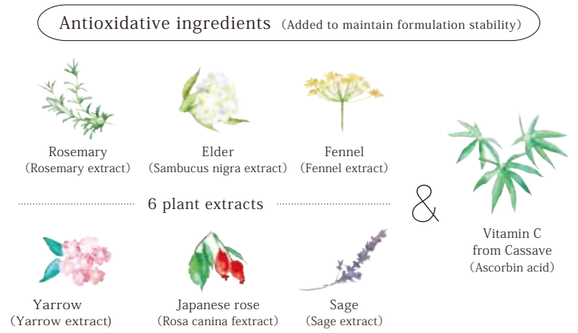
Hair color with stabilized antioxidant formula※1

POINT 1 LESS DAMAGE

Enjoy repeated hair coloring

Stabilized antioxidant formula※1

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



POINT 2 COLOR

Vibrant, long-lasting color

Foundation effect

One of the keys to a beautiful finish is preparing a monotone base as the foundatio on which to lay the color, smilar to what foundation does for the face. The result is beautifully even color from roots to ends, with color lasting 20% longer※2.



Foundation effect creates an even base to achieve the desired color

POINT 3 SHINE

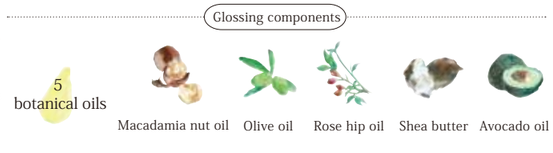
Beautiful, mirror-like shine

Base make-up formula

Provide 50% more shine than previous color products※2. The “Base make-up formula” coats the hair surface, while 5 botanical oils act as gloss-enhancing ingredients in the color, spreading evenly and adhering throughout the hair, resulting in beautifully radiant, shiny hair.



Glossing components are distributed and adhered evenly



※1 Formulation focused on oxidation to promote effecive color development within the hair. ※2 Compared to our previous product. ＊Illusrations are for illustrative purpose only.



Sunnyray and Moonray used

CHARACTERISTICS

Hair color that blends beautifully with your skin and “perfectly suits you”

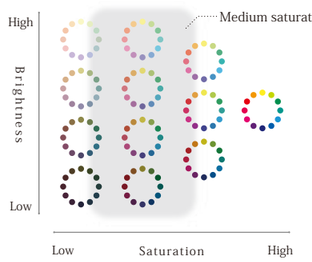
Hair color that harmoniously balances warmth and calm, attracting people like a magnet.
ADMIO—— Colors interwoven by nature.
Naturally blending with anyone, bring out the color that suits you and make your hair shine beautifully.



17 colors

Medium saturation color that enhances “what suits you”

Medium saturation color that naturally suits your skin, casually enhansing your charms and harmonizing with your face and overall impression.
This is the power of hair color, bring out “the color that truly suits you.”



＊Illusrations are for illustrative purpose only.

COLOR CHART

	amaranth アマランス	lilac ライラック	rose ローズ	russet ラセット	sienna シエナ	glowrise グローライズ	sunbeat サンビート	sunnyray サニーレイ	ochre オークル
									
★14									
★12									
10									
9									
8									
7									
6									
5									

	moonray ムーンレイ	charcoal チャコール	icemoss アイスモス	bayleaf ベイリーフ	aqua アクア	tear ティア	hazydusk ヘイジーダスク	abysky アビスカイ
★14								
★12								
10								
9								
8								
7								
6								
5								

★14 Lightener

Clear

[Instructions for use]

■ Basic mix ratio
10 level or below　Color cream : OX = 1 : 1
★12 level or above　Color cream : OX = 1 : 2

■ Estimated processing time　20～30 minutes

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

TONE DOWN IMAGE

[Russet Sienna Sunnyray Ochre Moonray]

Current level

Desired level	7	8	9	10	11	12	13	14
12							10Lv	9Lv
10					10Lv	9Lv	8Lv	7Lv
9				9Lv	9Lv	9Lv:8Lv (1:1)	8Lv:7Lv (5:1)	7Lv:6Lv (3:1)
8			8Lv	8Lv	8Lv	8Lv	7Lv	6Lv
7		7Lv	7Lv	7Lv	7Lv	7Lv	6Lv	6 Lv: 5 Lv (5:1)
6	6Lv	6Lv	6Lv	6Lv	6Lv	6Lv	6 Lv: 5 Lv (5:1)	6 Lv: 5 Lv (1:1)

If the colored hair is 12 level or higher,
use a color lower than the desired level.

[Amaranth Lilac Rose Glowrise Sunbeat
Charcoal Icemoss Bayleaf Aqua Tear Hazydusk Abysky]

Current level

Desired level	7	8	9	10	11	12	13	14
12							10Lv:10Lv* (1:1)	10Lv:9Lv* (1:1)
10					10Lv	10Lv:9Lv* (1:1)	10Lv:8Lv* (1:1)	10Lv:7Lv* (1:1)
8			8Lv	8Lv	8Lv	8Lv:8Lv* (1:1)	8Lv:7Lv* (1:1)	8Lv:6Lv* (1:1)
6	6Lv	6Lv	6Lv	6Lv	6Lv	6 Lv:7Lv* (1:1)	6 Lv:6Lv* (1:1)	6 Lv: 5 Lv* (1:1)

If the colored hair is 12 level or higher,
combine with the following colors.
*Russet / Sienna / Sunnyray / Ochre / Moonray.

※The ratio shows the dye combination.
※The colored hair at 12 level or higher may result in a stronger color.
※9 Sienna 10Lv : 8Lv = 1 : 1 7 Sienna 8Lv : 6Lv = 1 : 1



Sunnyray and Moonray used

CASE STUDY

The perfect color for every customer

Hair history, the presence of gray hair, and hair condition differ from person to person.
Even so, many customers want to enjoy hair color that “truly suit them.”
ADMIO color blends naturally to complex hair conditions, helping customers express their “individuality” through hair color.

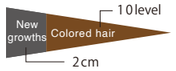
CASE 1 Basic use：Evenly dye both new growths and colored hair

REQUEST
- ☑ Want to dye evenly from the roots to the ends
- ☑ Want to tone down the lighter ends

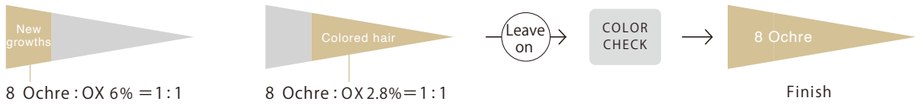
POINT
To tone down colored hair (11level or lower), use the same level of color cream as used on the new growths.

SAMPLE
New growths 2cm・Colored hair 10level
→ 8level Ochre

BEFORE



PROCESS



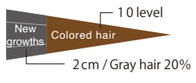
CASE 2 Blend first gray hair using fashionable color

REQUEST
- ☑ Want to blend scattered gray hair
- ☑ Prefere not to have dark gray coverage

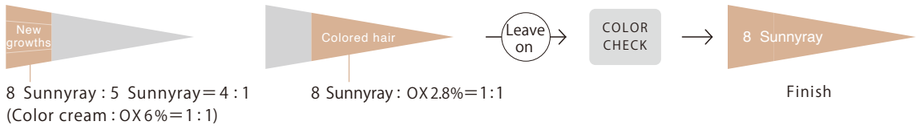
POINT
■Gray hair 10~20%
Desired color (6-8 level) : 5 level color (following colors) ＝ 5 : 1 or 4 : 1
Russet or Siena or Sunnyray or Ochre or Moonray

SAMPLE
New growths 2cm / Gray hair 20%・Colored hair 10level
→ 8 level Sunnyray

BEFORE



PROCESS



Basic process



CASE 3 Dye lighter hair in a warm beige

REQUEST
- ☑ Want a warm, calm color
- ☑ Want a seamless blend from the roots to the ends

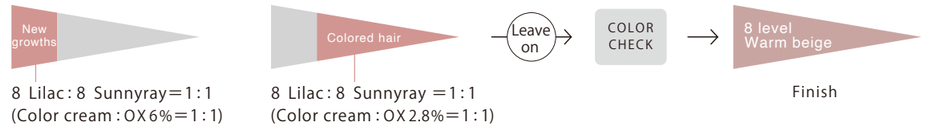
POINT
To transform lighter colored hair (12 level or higher) into a warm beige, combine the follwing colors.
Russet or Sienna or Sunnyray

SAMPLE
New growths 2cm・Colored hair 12level
→ 8level Warm beige

BEFORE



PROCESS



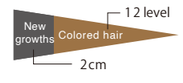
CASE 4 Dye lighter hair in a cool beige

REQUEST
- ☑ Want a cool, calm color
- ☑ Want a seamless blend from roots to ends

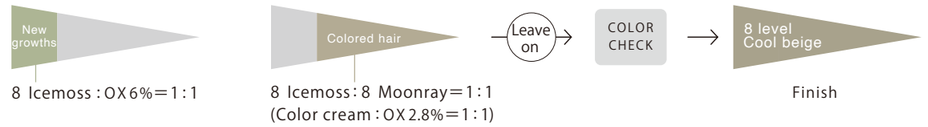
POINT
To transform lighter colored hair (12 level or higher) into a cool beige, combine the following colors.
Sunnyray or Ochre or Moonray

SAMPLE
New growths 2cm・Colored hair 12level
→ 8level Cool beige

BEFORE



PROCESS



※ The ratio shows the dye combination.　＊Illustrations are for illustrative purpose only.

PRODUCT



Colorant
[Oxidative hair color・Lightener]
(17colors 94shades /LT/CL)
LT=Lightener / CL=Clear

90g each



Developer
[Oxidative agent]
(OX 6% / OX 2.8%)

1000g each

Utilization of environmental-friendly containers

Tube：54% lower cap weight compared to conventional products
Box：Actively utilize environmental-friendly papers
Pouch：Utilization of pouche to lead to resource conservation and reducing wastes

CARE

☑ Protect hair from damage

Moisturizes and protects delicate hair after coloring from damage.

☑ Maintain beautiful color

Gently cleanses hair and tightens the cuticle,
helping to reduce color fading and maintain beautiful hair color.

☑ Give hair shine

Protects the cuticle while adding shine.



COLOR CARE SHAMPOO 680mL



COLOR CARE TREATMENT 680g

Natural aroma fragrance (inspired by fresh herbs)

● 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 color products 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 strand 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.

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