●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.

●Perfoming 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

ASIAN
COLOR FES
Instagram

ASIAN
COLOR FES
IROTRIP

ASIAN COLOR FES



PRODUCT GUIDE

プロダクトガイド

LIFT / BOOSTER SERIES
LOW LIFT / PURE / CONTROL SERIES
VIVID+ / COLOR SHAMPOO
DEEP LIFT（NEW）

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



PRODUCTS

COLOR CREAM
<133 shades・LT 2 shades/CLEAR 2 types> Oxidative hair color・Hair lightener：85g each / Clear：400g



LIFT
Alkaline color
<8 colors 38 shades> 85g

Bleach	★★★☆☆
Color	★★★☆☆

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



LOW LIFT
Low-alkaline color
<8 colors 38 shades> 85g

Bleach	★☆☆☆☆
Color	★★★☆☆

Color cream : OX(2.8%)
1 : 1



DEEP LIFT
Alkaline color
<8 colors 41 shades> 85g

Bleach	★★★½☆
Color	★★★★☆

Color cream : OX(6%, 2.8%)
1 : 1 - 1 : 3



PURE
Alkaline color
<9 colors 21 shades> 85g

Bleach	★★☆☆☆
Color	★★★☆☆

Color cream : OX(2.8%)
1 : 1

※ Color cream : OX is mixing ratio



CONTROL SERIES
Alkaline color
<10 colors・LT 2 shades> 85g
- conc.(accent color) 5 colors
- CLEAR ASH/CLEAR PINK/CLEAR SILVER/ CLEAR BEIGE/CLEAR APRICOT
- LIGHTENER 2 shades

Low-alkaline type / Non-alkaline type
<CLEAR 2 types> 400g
- CLEAR
- 0 CLEAR



BOOSTER SERIES
Alkaline color
<5 shades> 85g



SHAKER BOTTLE



VIVID+
Direct dye color (Basic dye)
<8 colors> 150mL

Bleach	☆☆☆☆☆
Color	★★★★★

DEVELOPER



OX 6%
OX 2.8%
1,200g



COLOR SHAMPOO
<2 colors> 280mL

Bleach	☆☆☆☆☆
Color	★☆☆☆☆

Alkaline color

LIFT

LEVEL	MAT マット	ASH アッシュ	GRAY グレイ	VIOLET バイオレット	PINK ピンク	RED レッド	ORANGE オレンジ	NATURAL ナチュラル
14								
12								
10								
9								
8								
7								
6								
5								
1								

Color cream : OX (OX 6%)
Mix ratio 1 : 2

Color cream : OX (OX 6%)
Mix ratio 1 : 1

Alkaline color

BOOSTER SERIES

B.B ブラウンブースター

※Color samples on (L) white hair and (R) virgin hair. ※Color samples on (L) white hair and (R) 30% gray hair.

■COLOR CODE

LIFT / DEEP LIFT
Alkaline color
8 NATURAL
8: Brightness
NATURAL: Color

■COLOR CODE

BOOSTER SERIES
Alkaline color
8 B.B
8: Brightness on 30% gray hair
B.B: Color (Brown Booster)

Low-alkaline color

LOW LIFT

LEVEL	MAT マット	ASH アッシュ	GRAY グレイ	VIOLET バイオレット	PINK ピンク	RED レッド	ORANGE オレンジ	NATURAL ナチュラル
10								N10
8	M8	A8	G8	V8	P8	R8	OR8	N8
6	M6	A6	G6	V6	P6	R6	OR6	N6
5								N5

Color cream : OX (OX 2.8%)
Mix ratio 1 : 1

※Color samples on (L) white hair and (R) 9 Lv hair.

■COLOR CODE

LOW LIFT
Low-alkaline color
N8
N: Color (Natural)
8: Tone (Finished tint density is equivalent to LIFT8)

Alkaline color

PURE

LEVEL	MINT ミント	CYAN シアン	VIOLET バイオレット	PURPLE パープル	PINK ピンク	APRICOT アプリコット	G.BEIGE グレイベージュ	BEIGE ベージュ	W.BEIGE ウォームベージュ
P13									
P9									
P4									

Color cream : OX (OX 2.8%)
Mix ratio 1 : 1

※Color samples on (L) white hair and (R) 18 Lv hair.

■COLOR CODE

PURE
P9 BEIGE
P: PURE
9: Tone (Finished tint density is equivalent to LIFT9)
BEIGE: Color

Direct dye color (Basic dye)

VIVID+

GREEN グリーン	BLUE ブルー	PURPLE パープル	PINK ピンク	RED レッド	ORANGE オレンジ	YELLOW イエロー	CLEAR クリア

※Color samples on (L) white hair and (R) 18 Lv hair.

※Printed color may differ slightly from actual results.

Alkaline color

DEEP LIFT

LEVEL	LIME YELLOW ライムイエロー	BLUE GREEN ブルーグリーン	COBALT BLUE コバルトブルー	BLUE VIOLET ブルーバイオレット	PURPLE PINK パープルピンク	CORAL ORANGE コーラルオレンジ	GREIGE グレイジュ	CHOCOLAT BROWN ショコラブラウン	
14									Color cream : OX (OX 6%) Mix ratio 1 : 3
12									Color cream : OX (OX 6%) Mix ratio 1 : 2
10									
8									
6									Color cream : OX (OX 6%) Mix ratio 1 : 1
4									
1									

※Color samples on (L) white hair and (R) virgin hair.

Alkaline color

CONTROL SERIES

conc. GREEN コンクグリーン	conc. BLUE コンクブルー	conc. GRAY コンクグレイ	conc. ROSE コンクローズ	conc. YELLOW コンクイエロー

CLEAR ASH クリアアッシュ	CLEAR PINK クリアピンク	CLEAR SILVER クリアシルバー	CLEAR BEIGE クリアベージュ	CLEAR APRICOT クリアアプリコット

※Color samples on white hair.

14 LIGHTENER 14 ライトナー	10 LIGHTENER 10 ライトナー

	CLEAR クリア
Low-alkaline type	

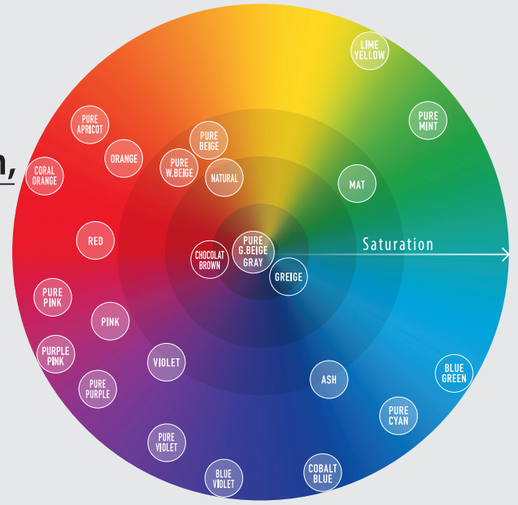
	0 CLEAR ゼロ クリア
Non-alkaline type	

FEATURES

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.

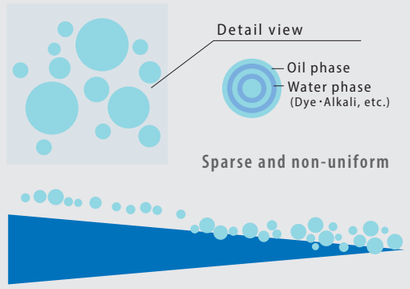


BASE

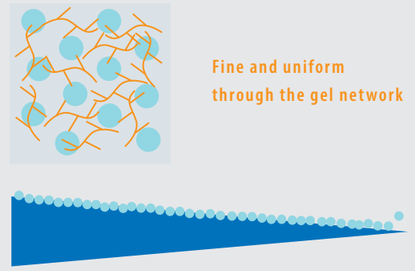
"Gel network formulation" in pursuit of uniform coloring

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

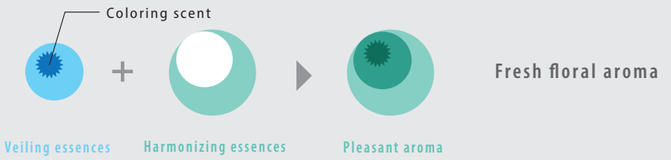


FRAGRANCE

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 Fragrance



LIFT / LOW LIFT

Vivid coloring not relying on lifting strength

FEATURE

POINT 1 **Dye design that achieves both brightness and vividness**

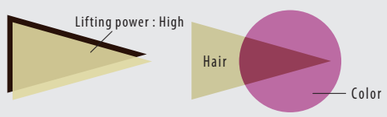
POINT 2 **Lineup tailored to different hair conditions**

POINT 3 **Vibrand color, regardless of hair condition**

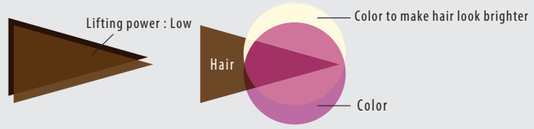
DYE　Vivid coloring not relying on lifting strength

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

Our conventional product



ASIAN COLOR FES　LIFT



TONE DOWN CHART （LIFT Alkaline color）

Current level

Desired level / 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 : 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)

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

BASIC PROCESS

Consultation Formulation → Application → Leave in for 20 – 30 min (at room temperature) → Color check → Shampoo Finish

※Illustrations are for illustrative purposes only.

DEEP LIFT

“Deep vibrant color” delivers both glossy, high-saturation color and rich color depth

FEATURE

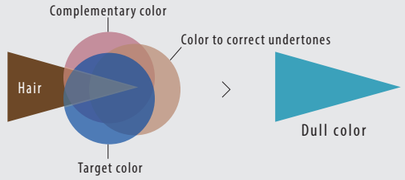
POINT 1 **Perfect balance of alkali and dye concentration for high-saturation color**

POINT 2 **Dye design that minimizes uneven coloration**

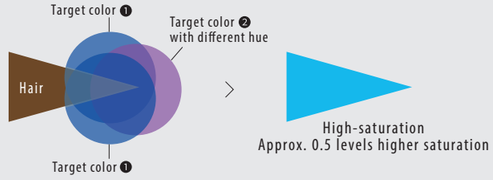
POINT 3 **Smooth-spreading cream that penetrates the hair easily**

DYE　Simple dye design that delivers rich, vibrant color

Alkaline color for non-bleached hair



ASIAN COLOR FES　DEEP LIFT



Blending target colors with different hues helps minimize color deviation

TONE DOWN CHART （DEEP LIFT Alkaline color）

Current level

Desired level / LEVEL	7	8	9	10	11	12	13	14
12							12 : 12B (1:1)	12 : 10B (1:1)
10					10	10 : 10B (1:1)	10 : 9B (1:1)	10 : 8B (1:1)
8			8	8	8	8 : 8B (1:1)	8 : 7B (1:1)	8 : 6B (1:1)
6	6	6	6	6	6	6 : 6B (1:1)	6 : 5B (1:1)	6 : 5B (1:1)

※9B (10Lv : 8Lv=1 : 1), 7B (8Lv : 6Lv=1 : 1), 5B (6Lv : 4Lv=1 : 1)　B ··· CHOCOLAT BROWN

BASIC PROCESS

Consultation Formulation → Application → Leave in for 20 – 30 min (at room temperature) → Color check → Shampoo Finish

※Illustrations are for illustrative purposes only.

PURE

Alkaline colors specialized for hair coloring after bleaching

FEATURE

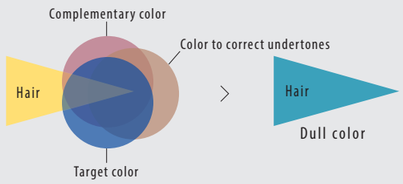
POINT 1 **Dye design that does not mix complementary colors**

POINT 2 **Even coloring even with uneven undertones**

POINT 3 **Smooth application**

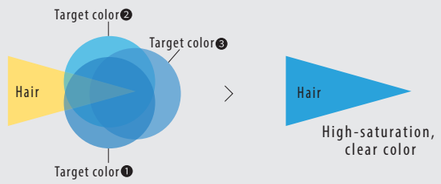
DYE **By composing target colors with multiple dyes, both rich color and evenness can be achieved**

Alkaline color for non-bleached hair



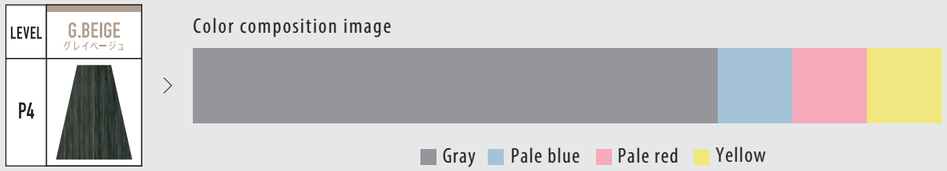
When alkaline colors for non-bleached hair are used on high-toned hair, the complementary colors and undertone-correcting colors contained in the formula tend to reduce the saturation and make the hair look dull.

ASIAN COLOR FES PURE



P4 G.BEIGE

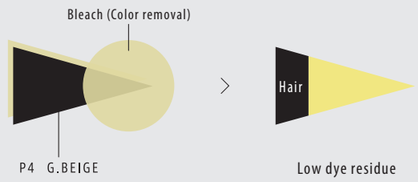
Using only bleach-removable dyes enables both a deep, dark finish and easy color changes



Our conventional product



ASIAN COLOR FES P4 G.BEIGE



BASIC PROCESS

Consultation Formulation → Bleach Shampoo Towel-dry → Application → Leave in for 10 – 20 min (at room temperature) → Color check → Shampoo Finish

CONTROL SERIES

Adjustment colors to expand the range of expressions

Change not only the color, but also the visual texture and overall look to match your desired style.

conc.
Saturation adjustment with highly saturated color tones.

CLEAR / 0 CLEAR
Control dye concentration.
Low-alkaline type & Non-alkaline type.

LIGHTENER

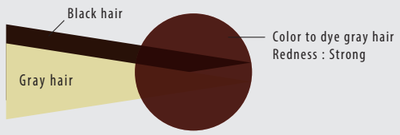
CLEAR ASH / CLEAR PINK / CLEAR SILVER
CLEAR BEIGE / CLEAR APRICOT
Visual texture adjustment with pale tones.
Can be used in the same way as CLEAR.

BOOSTER SERIES

Warm B.B colors for dyeing gray hair in bright tones

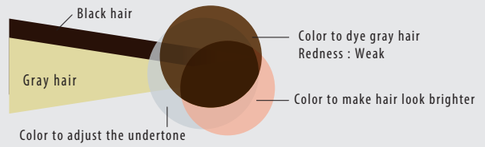
The unique base and dye formulation harmonizes the contrast between black and gray hair, coloring gray hair in bright tones like fashion colors.

Our conventional product



Strong red tone makes the black hair look less bright.

ASIAN COLOR FES BOOSTER SERIES



Colors that make hair look brighter and balance the undertone soften the contrast between gray and black hair, delivering a brighter finish with the reduced redness.

TONE DOWN CHART

Current level

Desired level \ 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

Consultation Formulation → Application on regrowths → Leave in for 5 – 10 min (at room temperature) → Application on colored hair → Leave in for 10 – 20 min (at room temperature) → Color check → Shampoo Finish

※Illustrations are for illustrative purposes only.

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

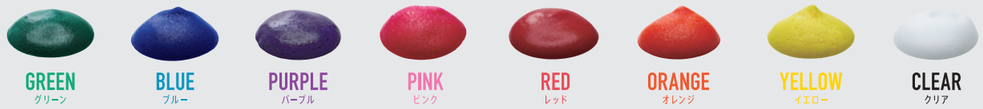
Bouncy foam for easy and even application to hair



During the process of working the foam into the hair,the foam becomes bouncier, maintains its elasticity, and gently envelops the hair.

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.

BASIC PROCESS

Consultation Formulation → Bleach Shampoo Towel-dry → PURE Shampoo Towel-dry → Tone hair with VIVID+ → Leave in for 3 – 5 min → Color check → Rinse※ → Treatment Finish

※ Shampoo if you are concerned about scalp staining.

COLOR SHAMPOO

Color shampoo that helps keep the beautiful hair color 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”**

BASIC PROCESS

Bleach → Rinse → Regular Shampoo → Color shampoo Lather → Leave in for 3 – 5 min → Rinse → Treatment → Coloring or Finish

LIFT / LOW LIFT

Color	Color Composition Image
MAT マット	Green Green gray Yellow Blue
ASH アッシュ	Blue Blue gray Pale blue Violet
GRAY グレイ	Gray Pale blue Pale red Yellow
VIOLET バイオレット	Violet Deep blue Blue Deep red
PINK ピンク	Pale red Deep red Violet Blue
RED レッド	Deep red Red Violet Red brown
ORANGE オレンジ	Orange Yellow Pale yellow Pale red
NATURAL ナチュラル	Yellow Yellow brown Pale red Green

DEEP LIFT

Color	Color Composition Image
LIME YELLOW ライムイエロー	Deep yellow Blue green
BLUE GREEN ブルーグリーン	Deep green Blue gray
COBALT BLUE コバルトブルー	Deep blue Deep violet
BLUE VIOLET ブルーバイオレット	Deep violet Deep blue
PURPLE PINK パープルピンク	Deep red Deep violet
CORAL ORANGE コーラルオレンジ	Deep orange Red
GREIGE グレイジュ	Deep gray Blue violet
CHOCOLAT BROWN ショコラブラウン	Deep gray Red violet

PURE

Color	Color Composition Image
MINT ミント	Green Pale green Yellow Blue
CYAN シアン	Deep blue Blue Pale blue
VIOLET バイオレット	Violet Deep blue Blue Deep red
PURPLE パープル	Violet Deep red Deep blue Blue
PINK ピンク	Pale red Red Deep red Violet
APRICOT アプリコット	Deep orange Orange Deep red Yellow
G.BEIGE グレイベージュ	Gray Pale blue Pale red Yellow
BEIGE ベージュ	Yellow Yellow brown Pale red Pale blue
W.BEIGE ウォームベージュ	Pale red Yellow Yellow brown Pale blue

CONTROL SERIES

Color	Color Composition Image
CLEAR ASH クリアアッシュ	Pale gray Pale blue Pale violet
CLEAR PINK クリアピンク	Pale red Pale orange Pale violet
CLEAR SILVER クリアシルバー	Pale gray Pale blue Pale violet Pale red
CLEAR BEIGE クリアベージュ	Pale gray Pale yellow Pale orange Pale red Pale violet
CLEAR APRICOT クリアアプリコット	Pale orange Pale red Pale yellow

Color	Color Composition Image
conc. GREEN コングリーン	Deep green Yellow Blue
conc. BLUE コンクブルー	Deep blue Blue gray Violet
conc. GRAY コングレイ	Deep gray Red brown Deep violet
conc. ROSE コンクローズ	Deep red Red Red brown
conc. YELLOW コンクイエロー	Deep yellow Pale orange