▶ COLOR PRODUCT

PURE Alkaline colors specialized for hair coloring after bleaching



ASIAN COLOR FES PURE

9 colors 21 shades
Oxidative hair color 85g each

<Basic use>
Color cream : OX (2.8%) = 1 : 1

Feature

- POINT 01 Dye design that does not mix complementary colors
- POINT 02 Even coloring even with uneven undertones
- POINT 03 Smooth application

FINISHED IMAGE

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

※Color samples are on 18Lv

●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.

▶ BLEACH PRODUCT

The power bleach offers a high-performing bleaching capability with a creamy texture for an easy, even application.



ARIMINO BLEACH 120
Bleaching agent • Hair dye remover
Persulfate
500g

ARIMINO BLEACH OX can be used in a variety of satuations from high-tone bleach to hair dye removal



Controls the capabilities of the root touch-up bleach and hair dye removal (Developer for bleach)

ARIMINO BLEACH OX 6%
Developer
Hydrogen peroxide solution
1200g



Keeps the capabilities of bleaching and hair dye removal to a bare minimum (Developer for bleach)

ARIMINO BLEACH OX 1%
Developer
Hydrogen peroxide solution
1200g

●Before using ARIMINO BLEACH 120…
Thoroughly read instructions before using products.
※Do not use if you have previously experienced a reaction to products contain persulfate.
※This product contains persulfate, it can cause an allergic reaction.
※Mixing ratio of bleach powder and developer is 1 : 2. If the mixing ratio is changed, the viscosity changes and bleaching power decreases.
※Apply bleach immediately after mixing. Bleaching power weakens as time gose by.

●Perfoming a strand test to test color
Depending on the types of hair color used last time, the desired brightness may not be achieved. Check hair condition and color history before bleaching all of the hair.
Take small bundles from the inside of the back of the head(in 2-3 places) so as not to disrupt the hair design. Apply bleach and seal in foil, let stand for 15 minutes and check results.

ARIMINO

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PURE

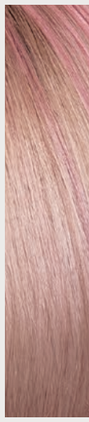


A





COLOR



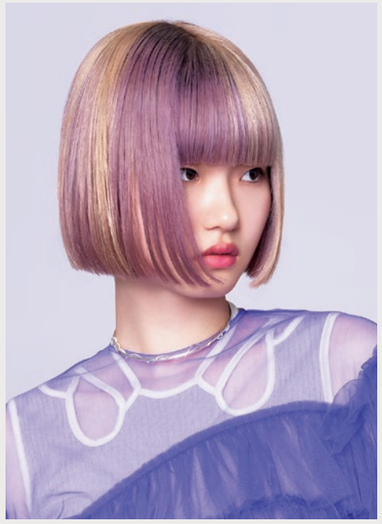




Professional products that bring out the joy and magic of hair coloring.

BOOK



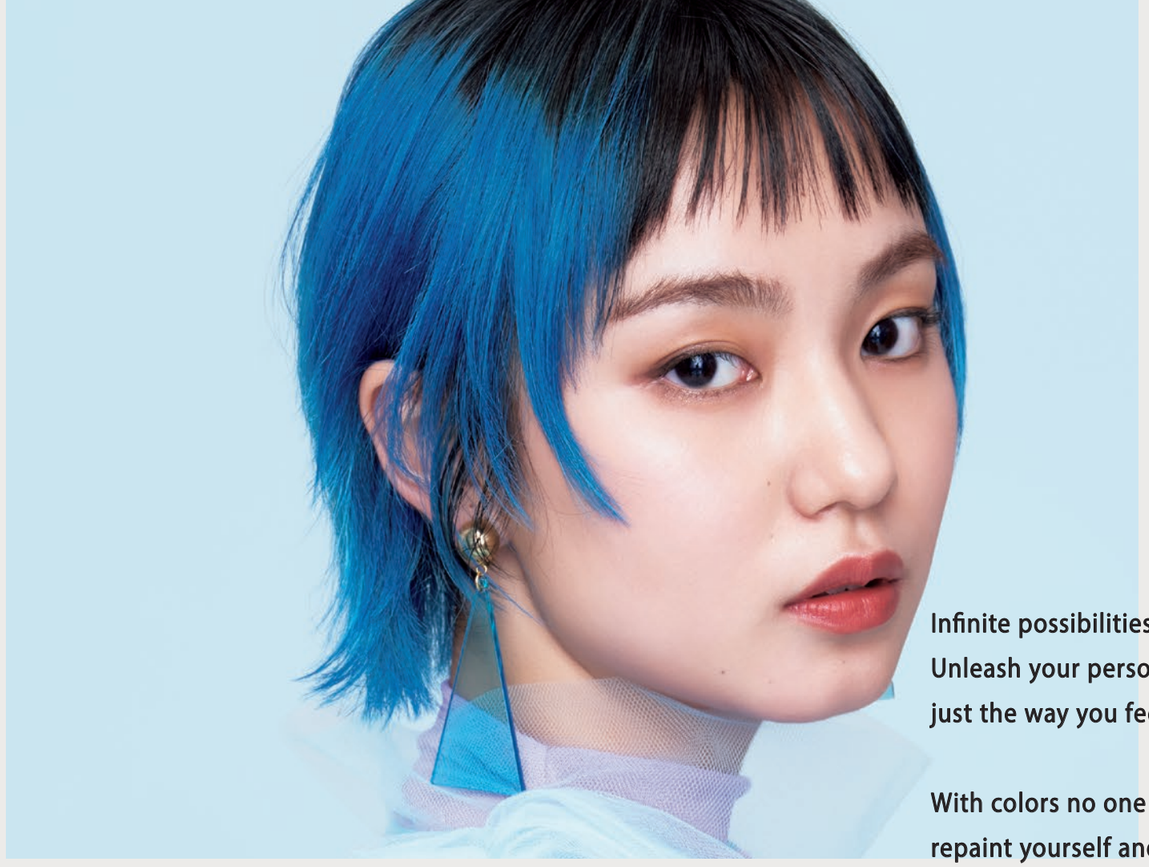


ASIAN COLOR FES



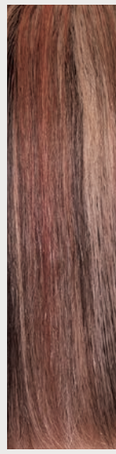


Repaint yourself,
and repaint the world



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

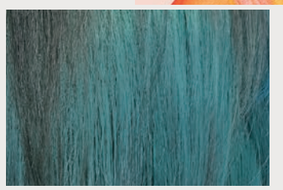
With colors no one but you can create,
repaint yourself and the world.













STYLE :

01



MINT X G.BEIGE X CYAN



STYLE :

02

CYAN

STYLE : 03





PURPLE X MINT

STYLE : 04





STYLE :

05

PINK X VIOLET X W.BEIGE

STYLE : 06



APRICOT × BEIGE

STYLE : 07



G.BEIGE X PURPLE



STYLE :

08

BEIGE X PINK



W.BEIGE X APRICOT X G.BEIGE

STYLE :

09



RECIPE

STYLE : 01 MINT × G.BEIGE × CYAN — P. 22

STYLE : 02 CYAN — P. 23

STYLE : 03 VIOLET × G.BEIGE × PURPLE × BEIGE — P. 24

STYLE : 04 PURPLE × MINT — P. 25

STYLE : 05 PINK × VIOLET × W.BEIGE — P. 26

STYLE : 06 APRICOT × BEIGE — P. 27

STYLE : 07 G.BEIGE × PURPLE — P. 28

STYLE : 08 BEIGE × PINK — P. 29

STYLE : 09 W.BEIGE × APRICOT × G.BEIGE — P. 30

STYLE : 01

MINT × G.BEIGE × CYAN



BEFORE





【Color history】
Residual dye of lowlights

【Before brightness】
17Lv

COLOR

Recipe

Roots
P13　MINT：P13　G.BEIGE ＝ 3:1
Color cream : OX ＝ 1:1 (OX2.8%)

Middle·ends
P13　MINT
Color cream : OX ＝ 1:1 (OX2.8%)

Design
P13　CYAN：P9　CYAN ＝ 3:1
Color cream : OX ＝ 1:1 (OX2.8%)

※OX = ASIAN COLOR FES OX

Key design point　A design that utilizes lowlights on the surface.

1



Sectioning

2



After application

FINISH





※The ratio shows the mixing ratio.



STYLE :
02
—
CYAN

BEFORE



【Color history】
Green residual dye from the middle to the ends.

BLEACH

Recipe Formulate BLEACH OX depending on the residual dye.

Middle·ends
ARIMINO BLEACH 120
Bleach powder : OX = 1 : 2 (OX 6% : OX 1% = 1 : 1)
※OX = ASIAN COLOR FES OX

Key point Apply bleach so that it deos not get on the regrowth.



1 Hold the panel on base to prevent the bleach from getting on the regrowth.
2 Apply to the middle and use a cotton to prevent the bleach from touching the lower panel.
3 After applying to the middle, then apply to the ends.

AFTER BLEACH



【Brightness after bleach】
17Lv

COLOR

Recipe

Regrowth·middle·ends
P9 CYAN
Color cream : OX = 1 : 1 (OX2.8%)
※OX = ASIAN COLOR FES OX

Key point To match the tone from the regrowth to the middle and ends, apply to the entire hair in 1 process.
※Apply less bleach to the regrowth.

FINISH



BEFORE



【Color history】
Orange residual dye in the ends.

BLEACH

Recipe Use BLEACH OX 1% for high damaged ends.

Regrowth
ARIMINO BLEACH 120
Bleach powder : OX = 1 : 2 (OX6% : OX1% = 1 : 1)

Middle·ends
ARIMINO BLEACH 120
Bleach powder : OX = 1 : 2 (OX1%)
※OX = ASIAN COLOR FES OX

Key point Use cottons and papers for even bleach development.



1 To reduce stress on the scalp, apply bleach to avoid touching the scalp.
2 Leave it for a while until the desired brightness is achieved.
3 Apply to the ends.

AFTER BLEACH



【Brightness after bleach】
17Lv

COLOR

Recipe

Roots
P13 VIOLET : CLEAR : P9 G.BEIGE = 4 : 2 : 1
Color cream : OX = 1 : 2 (OX2.8%)

Middle·ends
P13 VIOLET : P9 VIOLET = 4 : 1
Color cream : OX = 1 : 2 (OX2.8%)

▶ Design

Roots
CLEAR : P13 PURPLE : P9 BEIGE = 10 : 1 : 1
Color cream : OX = 1 : 2 (OX2.8%)

Middle·ends
CLEAR : P13 PURPLE : P9 BEIGE = 20 : 2 : 1
Color cream : OX = 1 : 2 (OX2.8%)
※OX = ASIAN COLOR FES OX

Key design point
A white design with softness



1 Sectioning
2 After application

FINISH





STYLE :
03
—
VIOLET × G.BEIGE × PURPLE × BEIGE

※The ratio shows the mixing ratio.



STYLE :

04

PURPLE × MINT

BEFORE



【Before brightness】
17Lv

COLOR

Recipe

Roots
P13　PURPLE
Color cream : OX ＝ 1 : 1 (OX2.8%)

Middle·ends
P13　PURPLE : P9　PURPLE ＝ 5 : 1
Color cream : OX ＝ 1 : 1 (OX2.8%)

Design
P13　MINT
Color cream : OX ＝ 1 : 1 (OX2.8%)

※OX = ASIAN COLOR FES OX

Key design point　A colorful design with inner color.

1



Sectioning

2



After application

FINISH



BEFORE



【Color history】
Gray highlights in the surface ends.
※No color history except highlights.

BLEACH

Recipe　To brighten hair, use BLEACH OX 6% for the middle and the ends.

Regrowth
ARIMINO　BLEACH　120
Bleach powder : OX ＝ 1 : 2 (OX6% : OX1% ＝ 1 : 1)

Middle·ends
ARIMINO　BLEACH　120
Bleach powder : OX ＝ 1 : 2 (OX6%)

※OX = ASIAN COLOR FES OX

Key point　Use foils to maximize brightness.

1



Apply to the middle to the ends each panel.

2



Continuously, apply to the regrowth and cover with a foil.

3



After application

AFTER BLEACH



【Brightness after bleach】
17Lv

COLOR

Recipe

Roots·middle·ends
P13　PINK : P13　VIOLET ＝ 3 : 1
Color cream : OX ＝ 1 : 1 (OX2.8%)

Design
P4　W.BEIGE
Color cream : OX ＝ 1 : 1 (OX2.8%)

※OX = ASIAN COLOR FES OX

Key design point　A design that utilizes highlights on the surface.

FINISH





STYLE :

05

PINK × VIOLET × W.BEIGE

※The ratio shows the mixing ratio.



STYLE :
06
—
APRICOT × BEIGE

BEFORE



【Color history】
Orange residual dye in the bangs.
Brown residual dye in the back.

BLEACH

Recipe Use BLEACH OX 1% for high damaged ends.

Regrowth — ARIMINO BLEACH 120
Bleach powder : OX = 1 : 2 (OX6%)

Middle — ARIMINO BLEACH 120
Bleach powder : OX = 1 : 2 (OX6% : OX1% = 1 : 1)

Ends — ARIMINO BLEACH 120
Bleach powder : OX = 1 : 2 (OX1%)

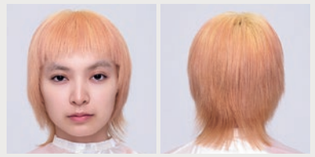
※OX = ASIAN COLOR FES OX

Key point Apply without physical damage due to combing.



1 Apply only to the regrowth.
2 Leave it for a while until the desired brightness is achieved.
3 Apply to the middle to the ends.

AFTER BLEACH



【Brightness after bleach】
17Lv

COLOR

Recipe

Regrowth — P4 BEIGE
Color cream : OX = 1 : 1 (OX2.8%)

Middle·ends — P9 APRICOT
Color cream : OX = 1 : 1 (OX2.8%)

Design — P4 BEIGE
Color cream : OX = 1 : 1 (OX2.8%)

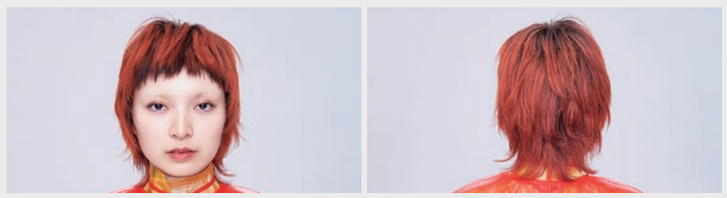
※OX = ASIAN COLOR FES OX

Key design point
A design that tightens the face line with lowlights.



1 Sectioning
2 After application

FINISH



BEFORE



【Color history】
Beige residual dye. (Uneveness in the middle due to brightness differences.)

BLEACH

Recipe Formulate BLEACH OX depending on the residual dye.

Middle (Low brightness parts) — ARIMINO BLEACH 120
Bleach powder : OX = 1 : 2 (OX6% : OX1% = 1 : 1)

Ends except the middle — ARIMINO BLEACH 120
Bleach powder : OX = 1 : 2 (OX6%)

※OX = ASIAN COLOR FES OX

Key point Apply from low brightness areas.



1 Apply to the low brightness areas, protect the hair with papers to prevent it from getting on other areas.
2 Leave it for a while until the desired brightness is achieved, then apply to the ends.

AFTER BLEACH



【Brightness after bleach】
17Lv

COLOR

Recipe

Roots — P9 G.BEIGE : P13 G.BEIGE = 2 : 1
Color cream : OX = 1 : 1 (OX2.8%)

Middle·ends — P9 G.BEIGE : P13 G.BEIGE = 1 : 1
Color cream : OX = 1 : 1 (OX2.8%)

Design — P13 PURPLE : P9 PURPLE = 4 : 1
Color cream : OX = 1 : 1 (OX2.8%)

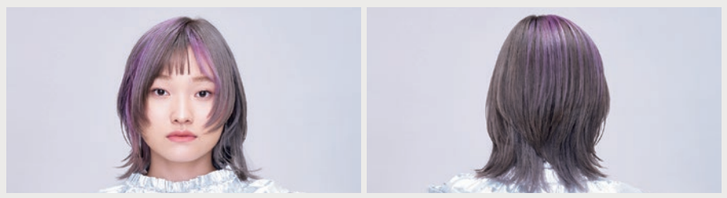
※OX = ASIAN COLOR FES OX

Key design point
A design with softness in gray tone.



1 Sectioning
2 After application

FINISH





STYLE :
07
—
G.BEIGE × PURPLE

※The ratio shows the mixing ratio.



STYLE :
08
—
BEIGE
×
PINK

BEFORE



【Color history】
Beige residual dye.

BLEACH

Recipe Formulate BLEACH OX depending on the color history.

Regrowth	ARIMINO BLEACH 120 Bleach powder : OX = 1 : 2 (OX6% : OX1% = 1 : 1)
Middle	ARIMINO BLEACH 120 Bleach powder : OX = 1 : 2 (OX6% : OX1% = 1 : 2)
Ends	ARIMINO BLEACH 120 Bleach powder : OX = 1 : 2 (OX1%)

※OX = ASIAN COLOR FES OX

AFTER BLEACH



【Brightness after bleach】
17Lv

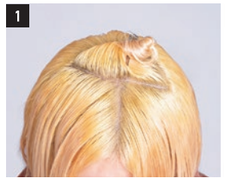
COLOR

Recipe

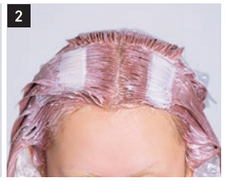
Roots	P13 BEIGE Color cream : OX = 1 : 1 (OX2.8%)
Middle·ends	P13 BEIGE : CLEAR = 1 : 1 Color cream : OX = 1 : 1 (OX2.8%)
Design	P13 PINK Color cream : OX = 1 : 1 (OX2.8%)

※OX = ASIAN COLOR FES OX

Key design point A design that combines both brightness and softness.



Sectioninig

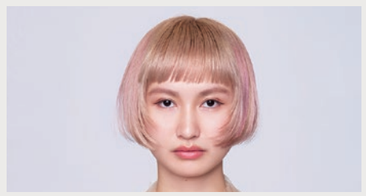


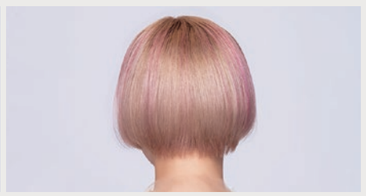
After application



Protect the separately colored sections with plastic warp to prevent them from overlapping.

FINISH





BEFORE



【Before brightness】
17Lv

COLOR

Recipe

Roots·middle·ends	P13 W.BEIGE Color cream : OX = 1 : 1 (OX2.8%)

※OX = ASIAN COLOR FES OX

AFTER COLOR



COLOR

Recipe

Design①	P9 APRICOT Color cream : OX = 1 : 1 (OX2.8%)
Design②	P9 W.BEIGE : P4 G.BEIGE = 5 : 1 Color cream : OX = 1 : 1 (OX2.8%)

※OX = ASIAN COLOR FES OX

Key point A dynamic design with 2 colors of lowlight.



Sectioning



After application

FINISH







STYLE :
09
—
W.BEIGE
×
APRICOT
×
G.BEIGE

※The ratio shows the mixing ratio.