COLOR STORY PRIME

ARIMINO

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In the past, today, and even ten years in the future,
“My favorite hair color.”

Life with my favorite hair color is fun.

For those who want to be free and enjoy being playful,
In the past, today, and in the future,
The joy of loving your hair color lasts forever.
Choose from your usual color and new colors.
Your hair color tells the story of who you are.

Stay beautiful with age...”My favorite hair color.”

COLOR STORY PRIME



PRODUCT

A product line-up that elevates the expressiveness of gray hair color.

COLOR STORY PRIME has put together a line-up of shades that specialize in hair with grays,
catering in detail to clients with a wide range of values.

Color Cream

71 shades / 2 LT / CL [Oxidative hair color • Lightener] 90g each

Cover gray hair well | Add color to gray hair | Make gray hair look brighter



BROWN TYPE	HYBRID TYPE	QUICK TYPE	VEIL TYPE	LIGHTENER TYPE
7 colors＜34 shades＞	3 colors＜16 shades＞	3 colors＜7 shades＞ For new growths	10 colors＜12 shades+ CL＞	2 colors＜2 shades + 2LT＞
Dye gray hair with a warm, natural brown base.	Dye gray hair with blue-brown base with few red tones.	Retouch color for the time-conscious.	Low-alkaline color to add color to the ends of grays. ※Does not give lift.	Make the ends look brighter without bleach. Also for controlling brightness at roots.
Color cream : OX (6% / 2.8%) = 1:1	Color cream : OX (6% / 2.8%) = 1:1	Color cream : OX (6%) = 1:2	Color cream : OX (2.8%) = 1:1	Color cream : OX (6% / 2.8%) = 1:1～2
Time : 30 min	Time : 30 min	Time : 10 min	Time : 20 min	Time : 20～30 min
Case	Case	Case	Case	Case
For clients who want to ・Dye their grays completely. ・Get a natural impression.	For clients who want to ・Dye their grays completely. ・Enjoy a fashionable color with few red tones.	For clients who want to ・Dye their hair quickly in a short visit. ・Dye their hair frequently.	For clients who want to ・Enjoy shiny hair. ・Supplement their shade.	For clients who want to ・Get a bright impression but do not want to bleach their hair. ・Brighten their hair little by little.

※ LT=LIGHTENER / CL=CLEAR

Developer

1000g each



OX6% OX2.8%

TECHNOLOGY

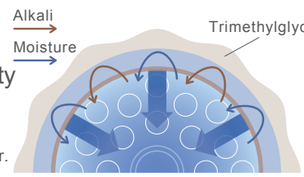
Evolved “Water color” that penetrates deep into the hair.

COLOR STORY PRIME focused on the α helix deep inside the hair strands.
As well as a fresh, shiny finish, we also sought a wide choice of color expressions.

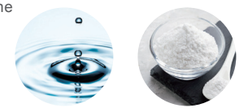
FEATURE POINT 1

Power of water gives high dyeing capacity from deep inside the hair strands.

Penetrates and spreads efficiently with the power of water.
Active ingredients penetrate deep into the hair to dye the strands.



Cross-section of the hair during coloring(Image)



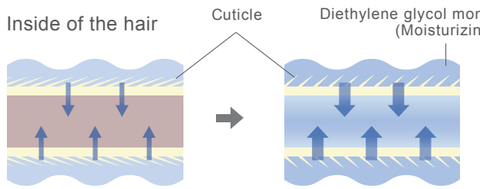
Hyaluronic acid※ (Moisturizing) Trimethylglycine (Hair protection)

※Sodium hyaluronate（2）

FEATURE POINT 2

Swelling of hair strands for an effective approach to gray hair.

Contains ingredients that help hair strands to swell.
Gray hairs are usually difficult to dye, but by dyeing them evenly to the core, we sought color expressions that give a sense of transparency and shine that our previous products could not achieve.



Our conventional product COLOR STORY PRIME

FEATURE POINT 3

Choice of 2 base colors.

Choose between a warm, natural brown base and a blue-brown base with few red tones.
Expanding the color expressions of gray.



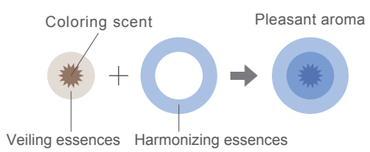
Natural brown base (BROWN TYPE / QUICK TYPE)

Blue-brown base (HYBRID TYPE)

FEATURE POINT 4

Pursuit of comfort during dyeing time.

Instead of masking the smell of the dye with strong perfumes, we used it as part of the fragrance.
It leaves a light fragrance with few lingering odors.





Earl gray tea scent

※ Images are for illustrative purposes only.

COLOR CHART

COLOR CODE

BROWN TYPE 8 NB — Color (Natural brown)
Resulting level when 30% gray hair is dyed.

HYBRID TYPE 8 NG — Color (Natural gray)
Resulting level when 30% gray hair is dyed.

QUICK TYPE Q8 NB — Color (Natural brown)
Resulting level when 30% gray hair is dyed. (For new growths)

VEIL TYPE V8 N — Color (Natural)
Same color tone as BROWN TYPE / HYBRID TYPE. (Does not give lift.)

LIGHTENER TYPE 12 GR LT — Color (Gray lightener)
Brightness

Color samples are on 100% gray hair.

BROWN TYPE 34 shades

Cover gray hair well (Natural brown base)

	NB Natural brown	CB Cool brown	WB Warm brown	MB Mocha brown	AB Ash brown	OLB Olive brown	SB Sakura brown
10							
9	9 NB	9 CB	9 WB	9 MB	9 AB	9 OLB	9 SB
8	8 NB	8 CB	8 WB	8 MB	8 AB	8 OLB	8 SB
7	7 NB	7 CB	7 WB	7 MB	7 AB	7 OLB	7 SB
6	6 NB	6 CB	6 WB	6 MB	6 AB	6 OLB	6 SB
5	5 NB	5 CB	5 WB	5 MB			
4	4 NB						
1	1 NB						

※Levels on the BROWN TYPE, HYBRID TYPE, and QUICK TYPE indicate resulting levels when 30% gray hair is dyed.

HYBRID TYPE 16 shades

Cover gray hair well (Blue-brown base)

	NG Natural gray	GR Gray	BE Beige
10	10 NG	10 GR	10 BE
9	9 NG	9 GR	9 BE
8	8 NG	8 GR	8 BE
7	7 NG	7 GR	7 BE
6	6 NG	6 GR	6 BE
5	5 NG		
4			
1			

QUICK TYPE 7 shades

Speedy retouch color

	NB Natural brown	CB Cool brown	AB Ash brown
10			
9			
8	Q8 NB	Q8 CB	Q8 AB
7			
6	Q6 NB	Q6 CB	Q6 AB
5			
4	Q4 NB		

※QUICK TYPE <Mix ratio> Color cream : Developer(6%) = 1 : 2

VEIL TYPE [Low-alkaline type] 12 shades+CL

Add color to gray hair

	N Natural	C C natural	W W natural	M Mocha	A Ash	OL Olive	S Sakura	NG Natural gray
10	V10 N							
8	V8 N	V8 C	V8 W	V8 M	V8 A	V8 OL	V8 S	V8 NG
6	V6 N							

GR Gray	BE Beige	CL Clear
		CL
V8 GR	V8 BE	

LIGHTENER TYPE 2 shades+2 LT

Make gray hair look brighter

	LT Lightener	GR LT Gray lightener	BE LT Beige lightener
14	14 LT		
12		12 GR LT	12 BE LT
10	10 LT		

※ Mix ratio for above 11 level Color cream : Developer = 1 : 2

※ Printed color may differ slightly from actual results.

PROCESS

Basic process

Basic use　Color cream : Developer ＝ 1 : 1～2

Consultation & Choosing color	Section hair & Protect skin	Formulation & Application	Let stand 20～30 min	Check color	Shampoo & Finish

Choosing color depending on the volume of gray hair

% of gray hair / Desired level	Gray hair 10%	Gray hair 30%	Gray hair 50%
8 level	9	8	7
7 level	8	7	6
6 level	7	6	5

BROWN TYPE　HYBRID TYPE　Toning down

Color cream : Developer（2.8％）＝1:1

Current level / Desired level	7level	8level	9level	10level	11level
9 level				10 (9:CL=3:1)	9
8 level			10 (9:CL=3:1)	9	8
7 level		9	9	8	7
6 level	8	8	8	7	6

VEIL TYPE　Toning down

Color cream : Developer（2.8％）＝1:1

Current level / Desired level	7level	8level	9level	10level	11level	12level
11level						10N (8:CL=2:1)
10level					10N (8:CL=2:1)	8:CL 3:1
9 level				10N (8:CL=2:1)	8:CL 3:1	8
8 level			10N (8:CL=2:1)	8:CL 3:1	8	8:6N 3:1
7 level		10N (8:CL=2:1)	8:CL 3:1	8	8:6N 3:1	8:6N 1:1

※ Colors may darken more on colored hair above 12 level.　※ The ratio shows the mix ratio.



CASE STUDY

Offering technology that is ideal for a variety of clients

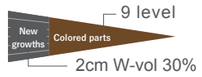
There are clients who want “something more” that goes beyond merely covering grays.
They want to enjoy the colors they like, they want their hair to feel shinier, they want their hair done quicker, they want their hair to look brighter, etc.
COLOR STORY PRIME provides a meticulous fit for clients’ many and varied wishes.

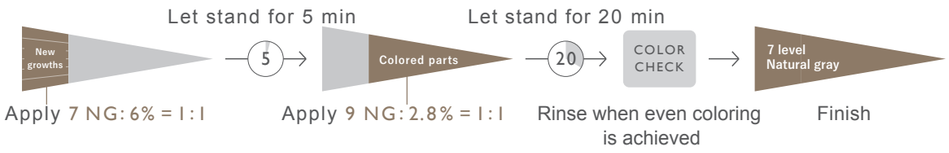
CASE 1 Basic use : Dye completely from the roots to the ends.

Request
- ☑ I want to dye my gray roots completely.
- ☑ I want to cover the flash of my gray ends.

Warm natural brown base — BROWN TYPE
Blue-brown base with few red tones — HYBRID TYPE

Sample
Dye W-vol 30% new growths to 7 level natural gray.

Before


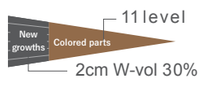


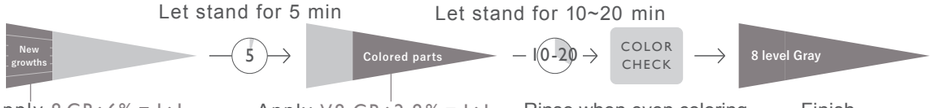
CASE 2 Enjoy shiny color to the ends.

Request
- ☑ I want to dye my gray roots completely.
- ☑ I want to enjoy shiny, healthy color to the ends.

Add color and shine to the ends with low-alkaline color — VEIL TYPE
※Does not give lift.

Sample
Dye 11 level colored hair to 8 level gray.

Before




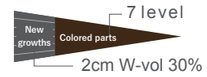
※We recommend using the BROWN TYPE / HYBRID TYPE if gray hair is showing in the colored parts.

CASE 3 Short application with leave-in time of 10 minutes.

Request
- ☑ I want to dye my gray roots completely.
- ☑ I am time-poor so want my hair to be ready quickly.

Rerouch color for the time-conscious — QUICK TYPE (For new growths)

Sample
Dye W-vol 30% new growths to 6 level natural brown with leave-in time 10 minutes.

Before


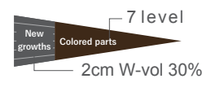


CASE 4 Make the ends brighter without using bleach.

Request
- ☑ I want to dye my gray roots completely.
- ☑ I want to give hair ends a brighter feel little by little.

Make the ends brighter little by little — LIGHTENER TYPE

Sample
Dye 7 level colored hair to somewhat brighter natural brown.
※ Using the LIGHTENER TYPE for the next time as well will gradually brighten the hair.

Before




※ W-vol (White volume) = Volume of gray hair ※ The ratio shows the mix ratio.

HOME CARE LINK

Support beautiful hair 365 days a year with 3 maintenance items

Gray hair maintenance products to support diverse clients' beauty every day.

POINT CONCEALER



Speedy gray coverage with a comb applicator

For clients like this

- ☑ Scattering of grays
- ☑ Want something that is easy to use

＜30～40 applications if covering hairline or part＞

POINT CONCEALER M

[Temporary hair color] 10mL

POINT FOUNDA



Wide gray coverage with foundation

For clients like this

- ☑ Gray patches
- ☑ Want to cover gray hair all over

＜80～90 applications if covering hairline or part＞

POINT FOUNDA M

[Temporary hair color] 3.9g

POINT COVER



Includes a tray, a brush, and gloves.

Color for salon-quality self-retouch

＜Single-use type＞

For clients like this

- ☑ Scattering of grays ~ Gray patches
- ☑ Noticeable gray roots
- ☑ Combines with home dyes
- ☑ Visits salon once every 1.5 ~ 2 months

Color



8 NB



6 NB

How to



Use on part and hair around face, where grays are noticeable.

25 minutes — Let stand for 25 min

POINT COVER 2 shades（6 NB / 8 NB）

[Oxidative hair color] Color cream・Developer 30g each

※ Images are for illustrative purposes only. Printed color may differ slightly from actual results.

Salon benefits

- ◎ No need for hair color correction at next visit.
- ◎ A wider range of color suggestions and long-term proposals.
- ◎ Propose home maintenance to clients.

Client benefits

- ◎ Take action as soon as grays become a concern.
- ◎ Get advice from hairstylist.
- ◎ Maintain high-quality color.

Before using COLOR STORY PRIME

※ 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.