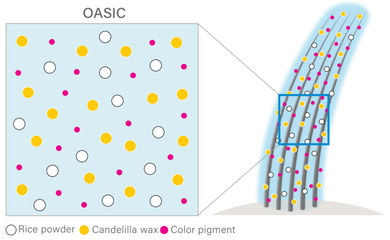
F-S formula

Our conventional product



The color pigments are distributed in a mesh like woven structure for the cream to stay on the hair.
Since the structure restricts movement, it made it difficult to apply the color evenly and prevented a natural color fade.

OASIC



○Rice powder ●Candelilla wax ●Color pigment

Rice powder
Extra fine particles with resilience and bounce

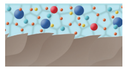
Candelilla leaf
Grows in harsh environments. The leaves are covered with a thin layer of protective wax

The fine rice powder particles and the candelilla wax are evenly distributed in the color cream. This results in an unique cream that does not have the mesh like structure and causes less friction during rinsing. Also, because there is no mesh like structure restricting movement to the color pigments, higher quality coloring is achieved.

3 key points made possible by F-S formula

1 High quality coloring, natural looking color fade

Because the pigments can move freely, this results in high quality coloring. The new color balance in the cream, which was difficult to achieve until now, results in a natural color fade that does not leave an orange tint behind.



Our conventional product
Easy coloring, but excessive orange pigments

OASIC
Less orange pigments with a better balance of colors.

Our conventional product | OASIC

After 1 month

2 Creates moisture rich hair with less friction when rinsing Leaves hair with a soft and light finish

Leaves hair with a soft and light finish. Unlike the previous formula, the rice powder in the new OASIC cream reduces friction during application and rinsing.
Conditioning ingredients (treatment veil/treatment keratin) which were difficult to add previously are provided in the new formula, creating roots to ends volume and moisture.

Our conventional product

The hair becomes stiff by acidic color, the strands touch each other without cushion resulted in friction.

Rice powder | OASIC

The rice powder creates a cushion between the hairs to lessen friction resulting in a sleek finish.

3 From the roots to the ends, the cream stays where you apply it

The sticky rice powder and hydrophobic candelilla wax help keep the cream where you apply it. Smooth application, it prevents the cream from dripping or being repelled after heating for firm coloring.

Our conventional product | OASIC

Left in vertical position for 5 min
(Arimino lab results)

Our conventional product

OASIC

Brush stroke applied with the same intensity
(Arimino lab results)

Gentle scent of Earl Grey tea

A relaxing scent that transforms the salon into a pleasant environment.

COLOR STORY OASIC Basic process

Shampoo & Towel dry. (ARIMINO MOIST SHAMPOO)

Apply protection cream to forehead and nape
(ARIMINO PROTECTION CREAM)

Apply OASIC color cream to hair. (Do not touch on the scalp)

To combine with perm / To add the ends more manageability
OASIC cream : MC ESSENCE = 10 : 1

Cover hair with plastic warp, apply heat for 10 min
(No heat 15 min)

Check color, rinse until no more color comes out

Finish with Shampoo & Conditioner
(ARIMINO MOIST SHAMPOO & CONDITIONER)

color story MOIST

MOIST SHAMPOO
250mL

MOIST SHAMPOO
750mL

MOIST SHAMPOO
4000mL

MOIST CONDITIONER
250mL

MOIST CONDITIONER
750mL

MOIST CONDITIONER
4000mL

COLOR SUPPORT

TINT ESCAPE
Hair color remover
150g

ARIMINO SKIN CLEANSING
Hair color remover for skin
200mL

ARIMINO SCALP OIL
Scalp protection oil
150mL

ARIMINO SKIN PROTECT CREAM
Skin protection cream
90g

ARIMINO

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color story

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ARIMINO

New texture, new sensation never seen before

The COLOR STORY OASIC is a new and more satisfying type of acid coloring system. With the new ARIMINO F-S formula, get natural looking color with volume and silkiness never seen before. Creates thicker fuller hair from the roots while smoothing out ends for easy manageability. Your clients will love the experience.



LINEUP

Chart description — Brown Line: Color sample on 100% gray hair / Color sample on 30% gray hair; Pale Line: Color sample on 100% gray hair / Color sample on 30% gray hair; Vivid Line / Monotone Line: Color sample on 100% gray hair

<Brown Line> 23 colors　FIrmly dye and blend gray hair

Softness ★★☆　Volume ★★★　Cream viscosity : Stays firmly on the hair from the roots

Brown Line	Natural	Brown	Ash Brown	Khaki Brown	Gold Brown	Amber Brown	Mandarin Brown	Raspberry Brown	Sakura Brown
Light	L-N	L-B			L-GB	L-Am.B	L-Md.B	L-Ra.B	L-Sa.B
Medium	M-N	M-B	M-AB	M-KB	M-GB	M-Am.B	M-Md.B	M-Ra.B	M-Sa.B
Dark	D-N	D-B			D-GB	D-Am.B	D-Md.B	D-Ra.B	D-Sa.B

<Pale Line> 9 colors　For existing colored hair, deepen color without changing brightness, create shine

Softness ★★★　Volume ★☆☆　Cream viscosity : Spread easily on the hair

Pale Line	Natural	Brown	Ash	Khaki	Gold	Amber	Mandarin	Raspberry	Sakura
Pale	P-N	P-B	P-A	P-K	P-G	P-Am	P-Md	P-Ra	P-Sa

Vivid Line　7 colors

Navy Blue	Leaf Green	Lemon Yellow	Carrot Orange	Rose Red	Hamanasu Pink	Grape Violet
N.Blue	L.Green	L.Yellow	C.Orange	R.Red	H.Pink	G.Violet

Monotone Line　3 colors

Black	Silver Gray	Clear
Black	S.Gray	Clear

MC Essence
Moisturizes hair and improves the manageability of the ends

The collagen formulated essence moisturizes the hair and improves the manageability of the ends. Ideal for medium and long hair with dry ends, or in combination with perm.

※Use a color cup　OASIC : MC Essence = 10 : 1



COLOR STORY OASIC
MC ESSENCE
140mL

Texture positioning map

