

EMOTIONAL  
EXPERIENCE

**SELECTIVE**<sup>®</sup>  
PROFESSIONAL 

COLLOREMO

beyond color, true emotion

# EMOTIONAL EXPERIENCE

beyond color, true emotion

LET BE CARRIED AWAY  
INTO A WORLD OF LIGHT,  
REFLECTIONS AND CREATIVITY



# COLOREVO

oltre il colore, vera emozione



**SELECTIVE**<sup>®</sup>  
PROFESSIONAL 



# COLOREVO

beyond color, true emotion



CREATIVITY,  
FASHION,  
PERSONALITY,  
ART,  
PERFORMANCE,  
SAFETY,  
BEAUTY,  
REFINEMENT,  
IMAGE.

THE RELIABILITY OF SELECTIVE PROFESSIONAL

# COLOREVO

## SELECTIVE PROFESSIONAL AND COLOR

- \* 20 years of constant improvement.
- \* Over 100 million services performed worldwide.
- \* Global brand with presence in more than 50 countries.

## MADE IN ITALY

- \* creative, refined and fashionable.
- \* Italian research & development and manufacture.

## RELIABILITY

- \* Easy to use, guaranteed results.
- \* Manufactured in full compliance with the latest European good manufacturing practice standards and with ISO 9001: 2008 certification standards.

## KNOW-HOW & SAFETY

- \* Active ingredients developed and registered in collaboration with leading innovative suppliers.
- \* Exclusive proprietary formulas developed in full compliance with the strictest international regulations.



UNI EN ISO 9001:2008



CERTIFIED QUALITY  
MANAGEMENT SYSTEM

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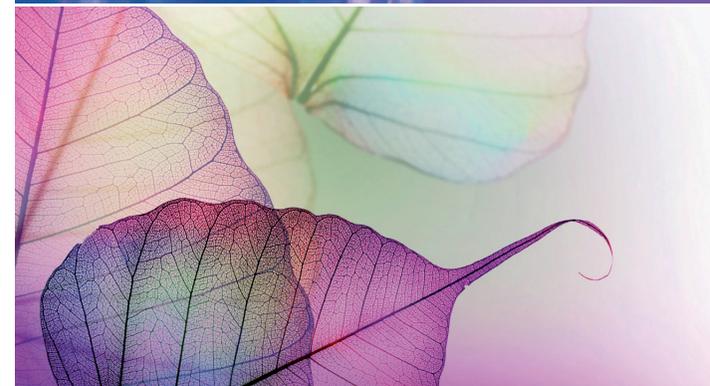
## DISTINGUISHING FEATURES

### *FOR THE HAIRSTYLIST*

- \* Patented technologies for exclusive use in the salon.
- \* Broad range of color choices.
- \* Perfect coloring over white hair.
- \* High quality technical results for long-lasting highlights.
- \* Rich active cream.
- \* Utmost customer satisfaction creates loyal clients.
- \* Thicker hair that is easier to work with.
- \* Maximum efficiency for handling purchases.

### *FOR THE FINAL CUSTOMER*

- \* Beautiful, smooth hair.
- \* Lively, long-lasting highlights.
- \* Maximum application comfort.
- \* Safe product, no health hazards.
- \* Long-lasting brightness.



TECHNOLOGY

# COLOREVO

## UNPARALLELED COLOR, HEALTHY HAIR, THRILLING RESULTS

Today, it is all possible thanks to the cutting-edge ceramide technology of **CERAFLUX PLUS**  
COLOR DIFFUSION SYSTEM

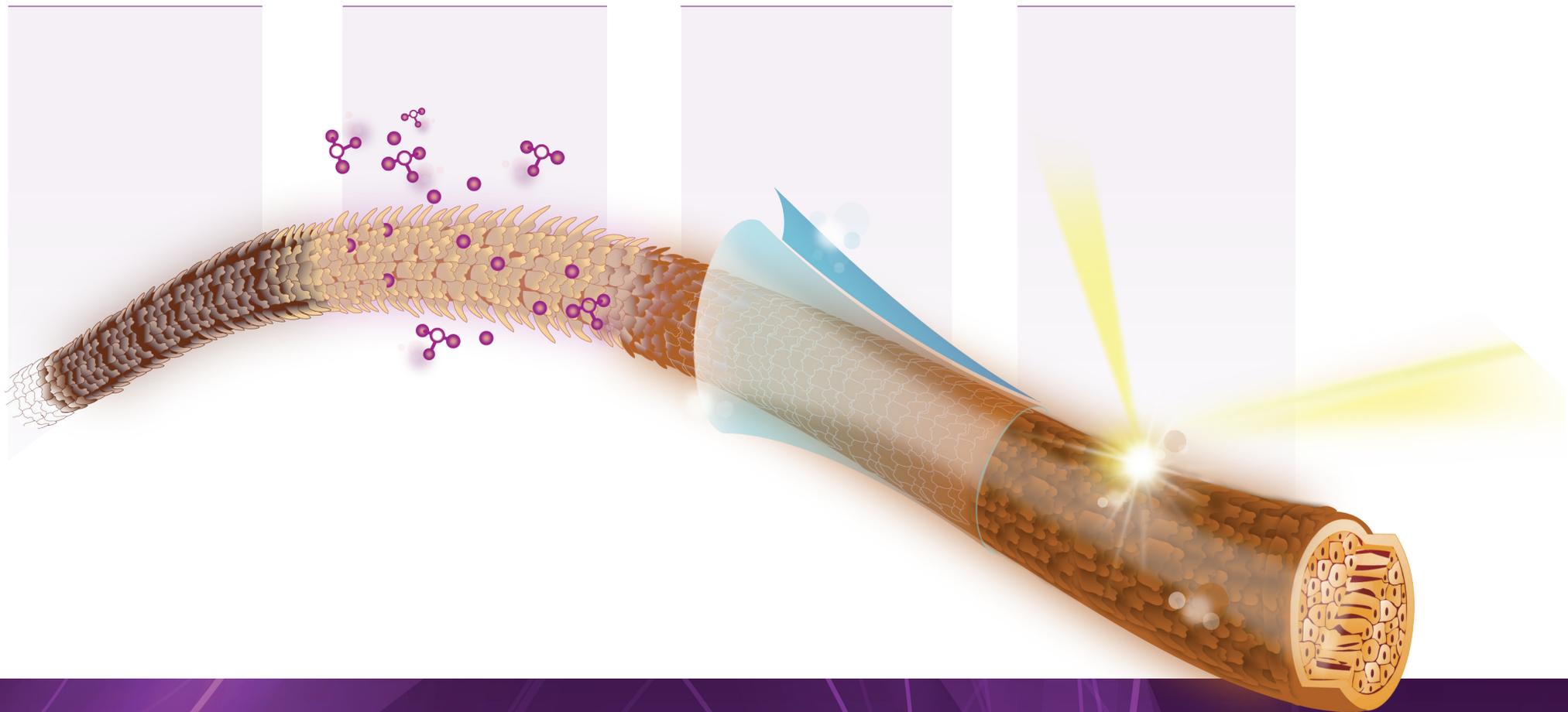
# COLOREVO

NATURAL HAIR

REPAIRS & COLORS

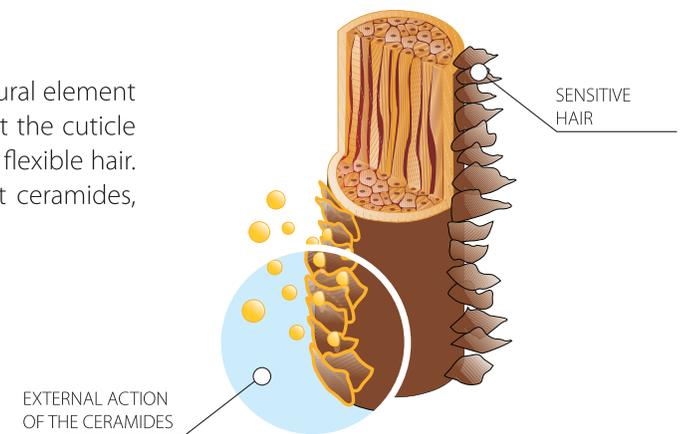
FILMS & PROTECTS

LONG-LASTING & SHINY COLORS

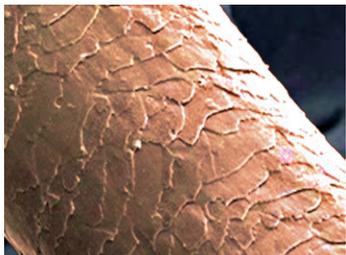


## WHY CERAMIDES?

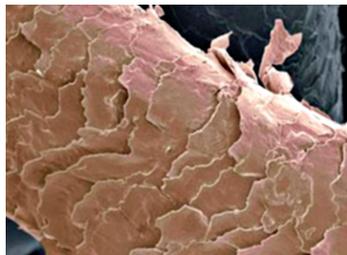
Ceramides are a particular kind of lipid that play a primary role in the hair's health. Ceramides are a structural element of the cuticle, the hair's external coating, which is made of scale-like, flattened cells. Ceramides compact the cuticle allowing it to protect the hair's inner core from external aggressive agents: for healthy, bright, strong and flexible hair. Loss of ceramides can occur due to a number of reasons, and it is absolutely essential to supplement ceramides, especially when dealing with a sensitive cuticle.



HEALTHY CUTICLE



DAMAGED CUTICLE



When the cuticle is not compacted, the scales are raised and thus the hair's inner core is more exposed. Hair becomes brittle, dull, difficult to comb and style and split hairs start appearing. Raised scales also result in greater friction in the hair, which further complicates things. The foregoing is defined as sensitive hair.

## CAUSES BEHIND SENSITIVE HAIR:



Improper use of chemical treatments at the salon.



Exposure to the weather (sunlight, chlorine, saltwater and wind).



Aggressive action of hairdryer and irons.

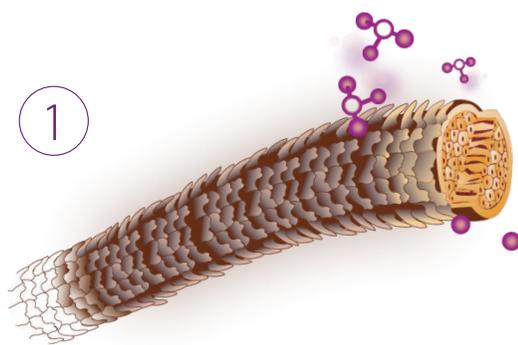


Frequent brushing.

# COLOREVO

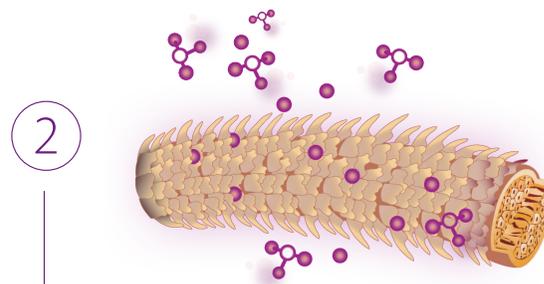
## CERAFLUX PLUS

- ★ is a bioidentical lipidic concentrate.
- ★ Its composition emulates that of lipids normally found in the hair's cuticle.
- ★ Only a bioidentical formula is capable of supplementing active ingredients in the right quantity and quality for the best cosmetic results.
- ★ Is made with three different kinds of ceramides: CERAMIDE 1, 3 and 6 II, blended with fatty acids, phytosphingosine and cholesterol from vegetable sources in order to perfectly mimic the lipids naturally found in the hair.



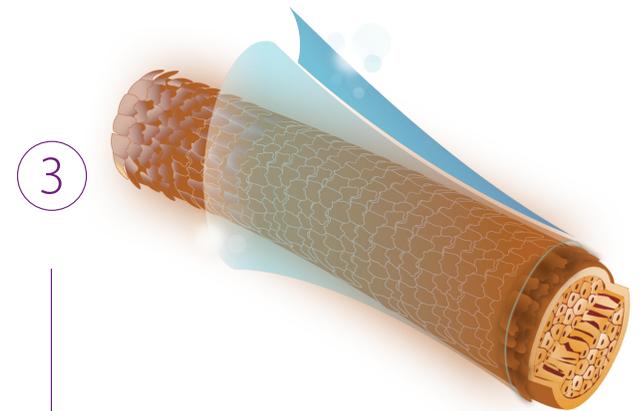
Prior to coloring: ceramides repair sensitive areas of the hair.

**Result:** a balanced hair surface where color can spread evenly.



During coloring, ceramides balance the loss of lipids.

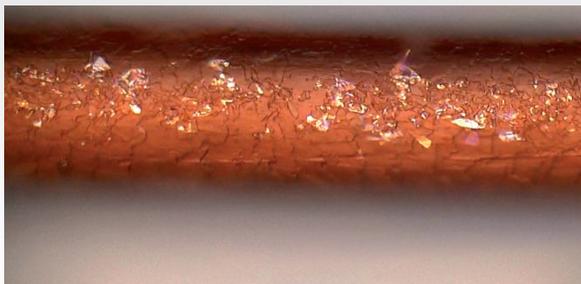
**Result:** thicker, healthier hair



At the end of the coloring procedure, ceramides coat the hair.

**Result:** thick, bright and soft hair with an even and long-lasting color from roots to tips.

## IN-DEPTH LABORATORY RESEARCH



COLORING WITHOUT USING CERAFLUX PLUS



COLOREVO

Microscopic analysis clearly reveals that the cuticle of hair treated with COLOREVO is perfectly compact and healthy, while that of hair treated with traditional colorings without ceraflux plus shows evident cuticle damage.

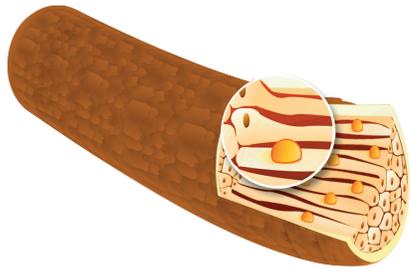
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## COLOR DIFFUSION SYSTEM

Formula optimization system to maximize color diffusion. The term "color diffusion" refers to two different effects:

### PHYSICAL DIFFUSION

of coloring pigments inside the hair.



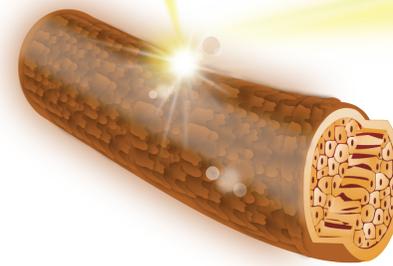
**Balanced surfactants** reduce surface tension in the colorant formula to gently increase its ability to soak the hair fiber: for a quicker, more efficient action.

**Highly pure pigments** that are perfectly balanced guarantee the development of a pure form of color, without any undesired highlights. Results that can be repeated with every application.

**Micro-sized color precursors**, which evenly penetrate the deepest layers of the hair, for long-lasting color.

### OPTICAL DIFFUSION

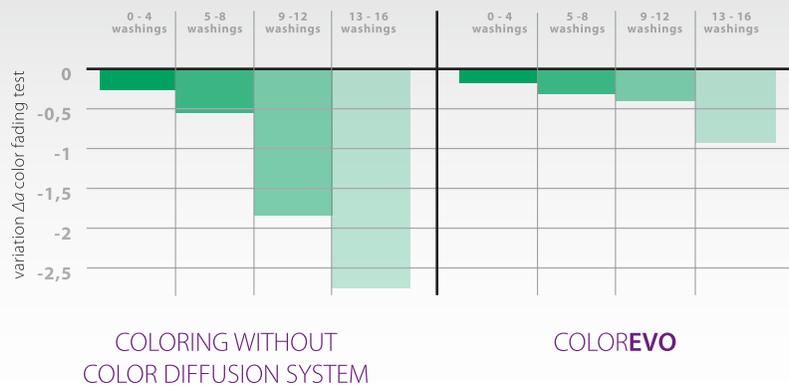
of the color outside the hair  
(the one we see).



A cuticle protected by ceramides offers the best optical refraction of light, which makes colors look brighter and livelier. Brightness is also enhanced by two active ingredients:

**Vegetable extract of Limnanthes Alba seeds**, which makes color more immediately intense and longer-lasting, and helps pigments remain stable for longer even after exposure to sunlight, protecting it from fading and stabilizing highlights even after repeated washings.

**Lipidic sunflower extract** protects the color from detergents, keeping it brighter for longer.



**Tests show that COLOREVO highlights remain stable even after repeated washings**, better standing the test of time. The charts show color fading after repeated washings. The less they fluctuate away from 0, the greater color stability is. Standard colorings (the chart on the left) clearly show a greater fluctuations of the highlights compared to COLOREVO (the chart on the right).

## INFINITE COLOR POSSIBILITIES

For customers who want to be unique and copycat-proof, **COLOREVO** offers a highly personalized and customizable color chart.



**SWEET**

like fruit

**INEBRIATING**

like wine

**COMPLEX**

like a fabric

**STRONG**

like metal

**ADVENTUROUS**

like the desert

**EXOTIC**

like spices

**POWERFUL**

like electricity

**DELICATE**

like watercolor

**MYSTERIOUS**

like magic

over  
**170**  
shades of color

Such a broad range of options is made possible by the new concept shades. 68 "recipes" that serve as the foundations for other shades, subdivided in 9 other captivating families: Esoteric, Spices, Deserts, Wines, Metals, Fabrics, Fruit, Watercolors, Electric.

The concept colors are a plethora of creativity at the service of the hairstylist. A wide range of carefully selected shades of color that can be created by carefully blending the standard nuances. With the help of **COLOREVO**, broadening the range of colors offered by the salon is a simple step away.

The new concept colors add to the library of the **105 existing standard shades**.



**91 SHADES OF COLOR**  
in 9 families



**= INFINITE CREATIVITY**

beyond color, true emotion

# COLOREVO OXY

OXIDIZING EMULSIONS  
formulated for striking results  
when combined with COLOREVO



Pleasantly perfumed, when combined  
with COLOREVO they offer:

- ★ Perfect adherence of the mixture.
- ★ Complete covering of white hair.
- ★ Maximum brightness and long-lasting color.
- ★ Perfect evolution of the bleaching action.
- ★ Reduce the risk of irritation.

COLOREVO OXY contains:

### **Alpha-bisabolol,**

A component of the essential oil obtained from the flowers of chamomile (*Matricaria Recutita*). Its soothing, alleviating, relaxing and anti-irritant effects guarantee the customer an absolutely comfortable service.



# COLOREVO



100 ml



100 ml



60 ml



1000 ml



# ACCESSORIES

poster 70 x 100 cm



desk display



technical folder

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ACCESSORIES



set of brushes



one use gloves



color paintbrush



scale



color bowl



tongs

standard color trolley



color trolley plus



disposable towels



color whisk



color cape



tinfoil kit



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