

luminity

THE FIRST CERTIFIED LAMINATION
COLOR*



TECHNICAL BOOK

PROFESSIONAL
BY FAMA
THE ITALIAN ART OF COLOR

*PBF colouring

luminity

Demipermanent Hair Color Cream



THE FIRST CERTIFIED LAMINATION* COLOR

ABSENCE OF INGREDIENTS OF ANIMAL ORIGIN



NOT IRRITANT

RESULT* OF IN VIVO SKIN IRRITATION TEST CARRIED OUT BY
AN ACCREDITED EXTERNAL LABORATORY



ZERO ALCOHOL



ZERO AMMONIA

*PBF colouring



High cosmetics and shine



LUMINESCINE

A **natural phytocomplex**, extract from verbasco flowers which **collects uv rays** and **transforms them into new visible light on the hair**.



HYALURONIC ACID

- It creates a **protective film**.
- **moisturizes** the hair.
- **compacts the fibre and strengthens it**.

DOUBLE DIRECT PIGMENTS + OXIDATION

The perfect balance of double pigments guarantees:

- **INSTANT BRILLIANCE**
- **FIXING**
- **ZERO COLOR CHANGE**

NO REPIGMENTATION NEEDED!

VERSATILE TEXTURE! WITH LUMINITY TODAY YOU CAN CHOOSE!

- **CREAMY TEXTURE**, mixed with **PBF OXY** for precise and localized applications at the workstation.
- **FLUID TEXTURE**, with the special **PBF LUMINITY MELTING POTION** for quick applications at the wash unit.



LUMINITY MELTING POTION

A special activator that instantly **transforms the texture fluidifying it** for fast services. It guarantees perfect adhesion to the hair, it doesn't drip and it's easy to apply.

50 NUANCES

FOR ENDLESS COLOUR COMBINATIONS

NATURAL

1
NERO
BLACK
NEGRO

3
CASTANO SCURO
DARK CHESTNUT
CASTAÑO OSCURO

4
CASTANO MEDIO
MEDIUM CHESTNUT
CASTAÑO MEDIO

5
CASTANO CHIARO
LIGHT CHESTNUT
CASTAÑO CLARO

6
BIONDO SCURO
DARK BLONDE
RUBIO OSCURO

7
BIONDO MEDIO
MEDIUM BLONDE
RUBIO MEDIO

BLONDEOMBRÉ

8
BIONDO CHIARO
LIGHT BLONDE
RUBIO CLARO

9
BIONDO CHIARISSIMO
VERY LIGHT BLONDE
RUBIO MUY CLARO

6
BIONDO SCURO
DARK BLONDE
RUBIO OSCURO

7
BIONDO MEDIO
MEDIUM BLONDE
RUBIO MEDIO

8
BIONDO CHIARO
LIGHT BLONDE
RUBIO CLARO

9
BIONDO CHIARISSIMO
VERY LIGHT BLONDE
RUBIO MUY CLARO

ASPHALT

1.9
NERO ASFALTO
ASPHALT BLACK
NEGRO ASFALTO

MATT

5.11
CASTANO CHIARO MATT
LIGHT MATT CHESTNUT
CASTAÑO CLARO MATT

7.11
BIONDO MEDIO MATT
MEDIUM MATT BLONDE
RUBIO MEDIO MATT

WARM BEIGE

5.31
CASTANO CHIARO BEIGE CALDO
LIGHT WARM BEIGE CHESTNUT
CASTAÑO CLARO BEIGE CALIDO

6.31
BIONDO SCURO BEIGE CALDO
DARK WARM BEIGE BLONDE
RUBIO OSCURO BEIGE CALIDO

7.31
BIONDO MEDIO BEIGE CALDO
MEDIUM WARM BEIGE BLONDE
RUBIO OSCURO BEIGE CALIDO

8.31
BIONDO CHIARO BEIGE CALDO
LIGHT WARM BEIGE BLONDE
RUBIO CLARO BEIGE CALIDO

9.31
BIONDO CHIARISSIMO BEIGE CALDO
VERY LIGHT WARM BEIGE BLONDE
RUBIO MUY CLARO BEIGE CALIDO

COLD COPPER

6.14
BIONDO SCURO RAME FREDDO
DARK COLD COPPER BLONDE
RUBIO OSCURO COBRE FRIO

7.14
BIONDO MEDIO RAME FREDDO
MEDIUM COLD COPPER BLONDE
RUBIO MEDIO COBRE FRIO

8.14
BIONDO CHIARO RAME FREDDO
LIGHT COLD COPPER BLONDE
RUBIO CLARO COBRE FRIO

9.14
BIONDO CHIARISSIMO RAME FREDDO
VERY LIGHT COLD COPPER BLONDE
RUBIO MUY CLARO COBRE FRIO

INTENSE COPPER

8.44
BIONDO CHIARO RAME INTENSO
LIGHT INTENSE COPPER BLONDE
RUBIO CLARO COBRE INTENSO

FANTASY

MERCURY
MERCURIO
MERCURY
MERCURIO

ONYX
ONICE
ONYX
ÓNIX

TITANIUM
TITANIO
TITANIUM
TITANIO

GRAPHITE
GRAFITE
GRAPHITE
GRAFITO

AMHETYST
AMETISTA
AMHETYST
AMATISTA

TOPAZ
TOPAZIO
TOPAZ
TOPACIO

COLD BEIGE

5.13
CASTANO CHIARO BEIGE FREDDO
LIGHT COLD BEIGE CHESTNUT
CASTAÑO CLARO BEIGE FRIO

6.13
BIONDO SCURO BEIGE FREDDO
DARK COLD BEIGE BLONDE
RUBIO OSCURO BEIGE FRIO

7.13
BIONDO MEDIO BEIGE FREDDO
MEDIUM COLD BEIGE BLONDE
RUBIO MEDIO BEIGE FRIO

8.13
BIONDO CHIARO BEIGE FREDDO
LIGHT COLD BEIGE BLONDE
RUBIO CLARO BEIGE FRIO

9.13
BIONDO CHIARISSIMO BEIGE FREDDO
VERY LIGHT COLD BEIGE BLONDE
RUBIO MUY CLARO BEIGE FRIO

COOKIE

4.74
CAFFÈ
COFFEE
CAFÉ

5.74
CIOCCOLATO
CHOCOLATE
CHOCOLATE

6.74
BISCOTTO AL CACAO
CHOCOLATE BISCUIT
GALLETAS AL CACAO

COGNAC

7.47
BIONDO MEDIO COGNAC
MEDIUM COGNAC BLONDE
RUBIO MEDIO COGNAC

9.47
BIONDO CHIARISSIMO COGNAC
VERY LIGHT COGNAC BLONDE
RUBIO MUY CLARO COGNAC

RED

5.66
CASTANO CHIARO ROSSO INTENSO
LIGHT INTENSE RED CHESTNUT
CASTAÑO CLARO ROJO INTENSO

7.46
BIONDO MEDIO TIZIANO
MEDIUM TITIAN BLONDE
RUBIO MEDIO TIZIANO

6.62
BIONDO SCURO ROSSO IRISÉ
DARK RED IRISÉ BLONDE
RUBIO OSCURO ROJO IRISÉ

VIOLET

4.22
CASTANO MEDIO IRISÉ INTENSO
MEDIUM INTENSE IRISÉ CHESTNUT
CASTAÑO MEDIO IRISÉ INTENSO

TURQUOISE
TURCHESE
TURQUOISE
TURQUESA

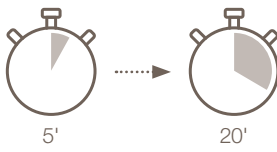
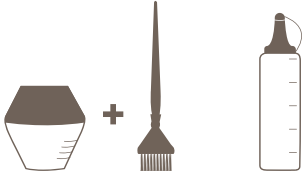
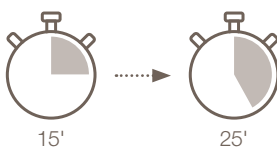
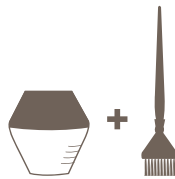
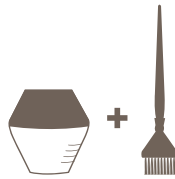
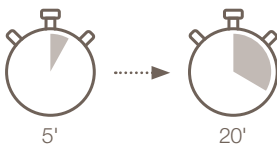
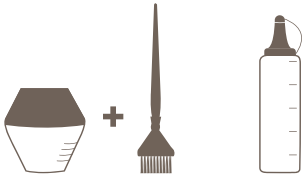
PINK SAPPHIRE
ZAFFIRO ROSA
PINK SAPPHIRE
ZAFIRO ROSA

AMBER
AMBRA
AMBER
AMBAR

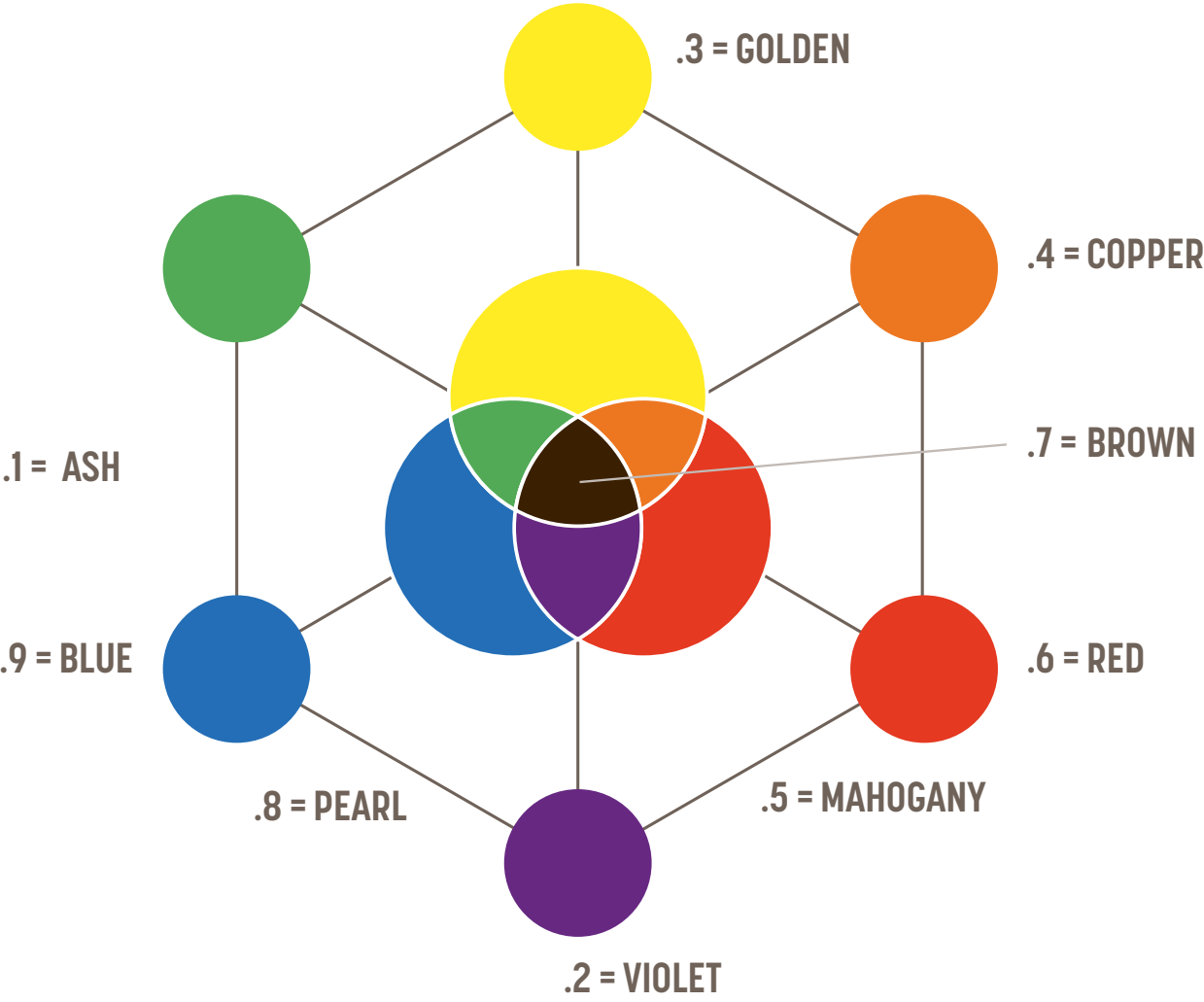
ORANGE CORAL
CORALLO ARANCIONE
ORANGE CORAL
CORAL NARANJA

DIAMOND
DIAMANTE
DIAMOND
DIAMANTE

SALON SERVICES

USE	DEVELOPER	PROCESSING TIME	TOOLS
TONALIZATION	MIX 1:2  OXY 5-10 VOL. MELTING POTION	FROM 5 TO 20 min. 	 SHAKER + BRUSH BIBERON*
DEPOSIT COLOR	MIX 1:2  OXY 10 VOL. MELTING POTION	FROM 15 TO 25 min. 	 SHAKER + BRUSH
SOFT COVERAGE	MIX 1:2  OXY 10 VOL. OXY 20 VOL.	30 min. 	 SHAKER + BRUSH
REFRESH COLOR	MIX 1:2  MELTING POTION	15 min. 	 BIBERON*
COLOR LAMINATION DIAMOND 3/4 + NUANCE 1/4	MIX 1:2  MELTING POTION	UP TO 15 min. 	 BIBERON*
NEUTRALIZATION	MIX 1:2  OXY 5-10 VOL. MELTING POTION	FROM 5 TO 20 min. 	 SHAKER + BRUSH BIBERON*

*EXCLUSIVE USE WITH MELTING POTION



SHADES

TONALIZATION

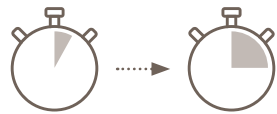
Colouring service on partial lightening of the hair, which aims at creating, intensifying or changing the reflections.

OXIDIZER AND MIXTURE

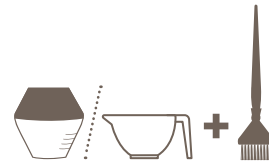
OXY 5 VOLUMES | MIX 1:2

- Soft deposit, light reflection orientation, absolute respect of natural base.

RECOMMENDED
DEVELOPMENT TIME
FROM 5 TO 15 MINUTES



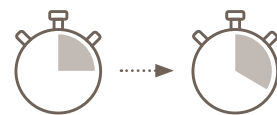
TOOLS
SHAKER OR BOWL
+ BRUSH



OXY 10 VOLUMES | MIX 1:2

- Medium/strong color deposit and development, strong reflection orientation.

RECOMMENDED
DEVELOPMENT TIME
FROM 15 TO 20 MINUTES



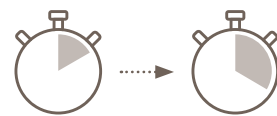
TOOLS
SHAKER OR BOWL
+ BRUSH



MELTING POTION | MIX 1:2

- Medium and balanced color deposit, it increases the polishing power thanks to the fluid texture obtained with the Melting Potion.
- Mainly recommended for quick application toning at the wash unit.

RECOMMENDED
DEVELOPMENT TIME
FROM 10 TO 20 MINUTES



TOOL
BIBERON



COLOR DEPOSIT

Color deposit service with greater intensity and hold. Suitable for total colours in darkening and with the need for repigmentation.

OXIDIZER AND MIXTURE

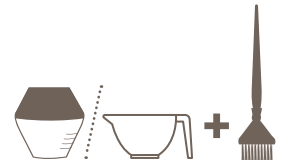
OXY 10 VOLUMES | MIX 1:2

- Medium strong color deposit and development, clear orientation of the reflection, colouring action on both coloured and natural hair. Possibility to lighten natural hair up to one level.
- It darkens on light and bleached base without the need to repigment.

RECOMMENDED
DEVELOPMENT TIME
FROM 15 TO 25 MINUTES



TOOLS
SHAKER OR BOWL
+ BRUSH



MELTING POTION | MIX 1:2

- Medium and balanced color deposit, it increases the polishing power thanks to the fluid texture obtained with the Melting Potion.
- Mainly recommended for quick application colouring at the wash unit.

RECOMMENDED
DEVELOPMENT TIME
UP TO 15 MINUTES



TOOL
BIBERON



SOFT COVERAGE

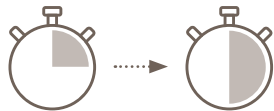
Ideal service for a delicate coverage of white hair, it does not create a regrowth effect, respecting the natural base.

OXIDIZER AND MIXTURE

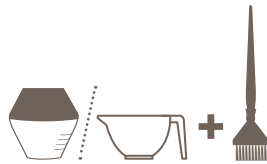
OXY 10 VOLUMES | MIX 1:2

- Deposit and development of color, reflection and coverage of white hair. Possibility to lighten natural hair up to one level

RECOMMENDED
DEVELOPMENT TIME
FROM 15 TO 30 MINUTES



TOOLS
SHAKER OR BOWL
+ BRUSH



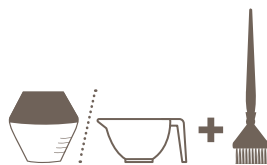
OXY 20 VOLUMES | MIX 1:2

- Deposit and development of color, reflection and coverage of white hair. It can modify the natural bases if necessary.

RECOMMENDED
DEVELOPMENT TIME
FROM 15 TO 30 MINUTES



TOOLS
SHAKER OR BOWL
+ BRUSH



TO REVIVE THE COLOR

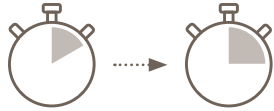
Ideal service to revive and prolong the brilliance of the color in a short time. Recommended between one color service and another, it keeps the color rich without altering the bases.

OXIDIZER AND MIXTURE

MELTING POTION | MIX 1:2

- Deposit and development of the color, reflection and shine.
- Recommended application at the wash unit on wet hair.

RECOMMENDED
DEVELOPMENT TIME
FROM 10 TO 15 MINUTES



TOOL
BIBERON



LAMINATION COLOR

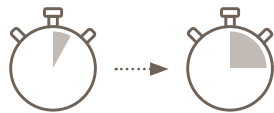
Innovative service to give shine to coloured or natural hair.
Two services in one: lamination and color, tone and custom reflection and extreme gloss.

OXIDIZER AND MIXTURE

MELTING POTION | MIX 1:2

- Mixture with 1/4 of Luminity nuance + 3/4 of Luminity Diamante nuance
- Applicazione consigliata al lavatesta su capelli bagnati

RECOMMENDED
DEVELOPMENT TIME
FROM 5 TO 15 MINUTES



TOOL
BIBERON



NB: ON NATURAL HAIR, QUICK APPLICATION IS RECOMMENDED, WITH A 1-2 CM DETACHMENT FROM THE BASE, ON WET HAIR FOR A MAXIMUM OF 10 MINUTES OF LAYING.

NEUTRALIZATION

Useful service in the salon, to correct, naturalize and define the reflection of the hair.

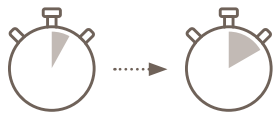
Usually after a lightening service, hot or very hot residual pigment backgrounds emerge, ranging from red for dark backgrounds to yellow for levels 9/10. To neutralize and correct, use cold luminosity shades (see Color Table and Chromacubes Concept) deposited on the hair.

OXIDIZER AND MIXTURE

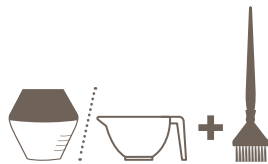
OXY 5 VOLUMES | MIX 1:2

- Soft deposit, light reflection orientation, absolute respect of natural backgrounds and light neutralizing action.

RECOMMENDED
DEVELOPMENT TIME
FROM 5 TO 10 MINUTES
on wet hair



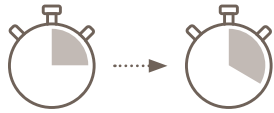
TOOLS
SHAKER OR BOWL
+ BROWN



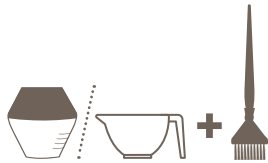
OXY 10 VOLUMES | MIX 1:2

- Deposit and medium development of the color, strong reflection orientation, strong neutralizing action, attention towards the underlying natural bases.

RECOMMENDED
DEVELOPMENT TIME
FROM 15 TO 20 MINUTES
on wet hair



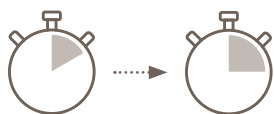
TOOLS
SHAKER OR BOWL
+ BRUSH



MELTING POTION | MIX 1:2

- Medium and balanced color deposit, it increases the polishing power thanks to the fluid texture obtained with the Melting Potion.
- Mainly recommended for quick application colouring at the wash unit.

RECOMMENDED
DEVELOPMENT TIME
FROM 10 TO 15 MINUTES
on wet hair



TOOL
BIBERON



LUMY RENEW

The trend tones, customized in the contouring, to enhance the face.



BEFORE



AFTER



TARGET >

Woman who wants to renew the color, giving it new life.

STEP BY STEP



- Prepare the colour formulas:

A Lumy Blondeombré 8 + Oxy 5 vol. - mix 1:2 in bowl
B Lumy 7.47 + Melting Potion - mix 1:2 in the shaker or bowl
C Lumy 9.47 + Melting Potion - mix 1:2 in the shaker or bowl



- Draw a cross section, from the middle of the forehead to the back of the neck and from ear to ear and apply FORMULA **A** to the base.



- Spray WondHer Prodigious on the lengths to create the ideal foundation. Apply FORMULAS **B** and **C** diagonally, alternating in sequence:
1st SECTION: FORMULA B
2nd SECTION: FORMULA C
3rd SECTION: NATURAL COLOR



- Leave on for 20 minutes, rinse the colour well, apply WondHer Cowash and, if needed, WondHer Sublime Mask for greater softness.
- Rinse and proceed with the styling using Styleforcolor Silky, Flex and WondHer Elisir.



- Recommend WondHer Authentic Brown at home.



LUMY GLOW

The 2 in 1 treatment. Lamination colouring for a shine never seen before in just 15'.



BEFORE



AFTER



TARGET >

Woman who usually colors her hair and wants extreme brightness.

STEP BY STEP



- Prepare the colour formula, first pouring the Melting Potion into the bottle and then the Luminity colour: 30 gr of Diamante + 10 gr of 6.74 - mix 1:2. Shake well until the mixture is homogeneous.



- Wash the hair with WondHer Shampoo Sublime and spray WondHer Prodigious on the lengths to create the ideal base.



- Apply the colour mixture evenly to the hair at a distance of 1 cm from the base with the bottle, and leave on for 8-10 minutes on natural hair and 15 minutes on coloured hair.



- Rinse well, apply WondHer Cowash and, if more emollient is needed, a vial of WondHer Structural.
- Rinse well and proceed with the styling using Styleforcolor Primer, Shine and WondHer Elisir.



- Recommend WondHer Authentic Brown at home.



LUMY HYDE

A beauty elixir to hide the first gray hair and enhance the natural color.



BEFORE



AFTER



TARGET >

Woman with the first white hair who wants to cover it in a natural, not visible way.

STEP BY STEP



- Prepare the colour formula in the shaker or bowl:
20 g of Luminity 4.22 + 10 g of Ametista with Melting Potion - mix 1:2.
Shake well until the mixture is homogeneous.



- Apply the colour mixture with the brush to the entire dry hair, starting from the base.



- Leave on for 30 minutes. Rinse well, apply WondHer Cowash and, if needed, WondHer Sublime Mask.
- Rinse and proceed with the styling using Styleforcolor Builder, Block and WondHer Elisir.



- Recommend WondHer Authentic Brown at home.



CHROMACUBES COMPLEMENTARITY OF THE PROFESSIONALBYFAMA COLOR SYSTEM

Designed for all your professional coloring needs.

Thanks to the lines designed to work in harmony, offers the modern colourist the best solutions for a unique and professional color.

PROFESSIONAL SERVICE	OBJECTIVE	COLOR LINE INDICATED	PERFORMANCE
PERMANENT COLOURING	• COLOURING IN LIGHTENING • CHANGING THE COLOR OF THE NATURAL HAIR • COVERING WHITE HAIR UP TO 100%	ABSOLUTE 	• LIGHTENING UP TO 3 LEVELS ON NATURAL HAIR • COVERING WHITE HAIR INTENSELY • COVERING IN 11 MINUTES UNDER A SOURCE OF HEAT
SOFT COLOURING	• COLOURING TONE ON TONE AND DARKENING • COVERING THE FIRST WHITE HAIR UP TO 70/80% • CREATING LIGHT DARK EFFECTS	LUMINITY 	• DARKENING MORE THAN 2 LEVELS WITHOUT REPIGMENTING • COVERING WHITE HAIR WITH MEDIUM INTENSITY • IT DOES NOT CREATE REGROWTH EFFECT
LIGHTENING	• LIGHTENING PARTIALLY OR TOTALLY • CREATING FASHION LIGHT EFFECTS • DECAPING • DECOLOURING	BLONDER 	• LIGHTENING FROM 4 TO 9 LEVELS ACCORDING TO THE LIGHTENING NEEDS WITH 3 POWDER BLEACHERS AND 1 CREAM • LIGHTENING NATURAL HAIR UP TO 4 LEVELS AND TONING WITH 5 SUPERLIGHTENERS • LIGHTENING UP TO 3 LEVELS, WITH 1 AMMONIA-FREE LIGHTENING OIL WITH SELF-LOCKING TECHNOLOGY
TONING	• TONALISING AND GIVING REFLECTION • NEUTRALIZING OR CORRECTING	BLONDER TONER LUMINITY MOLECULAR 	• COLOURING AND CUSTOMIZING A LIGHTENING • INTENSIFIING THE COLOURS, TONE ON TONE OR DARKER • REVIVING A REFLECTIVE SHADE
DIRECT COLOURING	• COLOURING TEMPORARILY • CREATING CRAZY COLORS	MOLECULAR CRAZY 	• REVIVING A COLOR, TONE ON TONE OR LIGHTER • CREATING FASHION COLORS

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THE ITALIAN ART OF COLOR