



DEMIPERMANENT
HAIR COLOR



PROFESSIONAL
BY FAMA
THE ITALIAN ART OF COLOR



BRIGHTEN UP YOUR HAIR

IN JUST 5 MINUTES

TRY THE NEW **HAIR GLOSS SERVICE**



7.18
BIONDO MEDIO FREDDO
MEDIUM COLD BLONDE
RUBIO MEDIO FRIO



8.89
BIONDO CHIARO ARTICO
LIGHT ARCTIC BLONDE
RUBIO CLARO ÁRTICO



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



9.21
BIONDO CHIARISSIMO IRISÉ CENERE
VERY LIGHT ASH IRISÉ BLONDE
RUBIO MUY CLARO IRISÉ CENIZA



10.02
BIONDO PLATINO NATURALE IRISÉ
PLATINUM NATURAL IRISÉ BLONDE
RUBIO PLATINO NATURALE IRISÉ



5.7
CASTANO CHIARO MARRONE
LIGHT BROWN CHESTNUT
CASTAÑO CLARO MARRÓN



7.32
BIONDO MEDIO BEIGE
MEDIUM BEIGE BLONDE
RUBIO MEDIO BEIGE



7.57
BIONDO MEDIO MOGANO MARRONE
MEDIUM BLONDE MAHOGANY CHESTNUT
RUBIO MEDIO MARRÓN CAOBA



8.3
BIONDO CHIARO DORATO
LIGHT GOLDEN BLONDE
RUBIO CLARO DORADO



10.3
BIONDO PLATINO DORATO
PLATINUM GOLD BLONDE
RUBIO PLATINO DORADO



9.34
BIONDO CHIARISSIMO MIELE
VERY LIGHT HONEY BLONDE
RUBIO MUY CLARO MIEL



5.50
CASTANO CHIARO MOGANO NATURALE
LIGHT NATURAL MAHOGANY CHESTNUT
CASTAÑO CLARO CAOBA NATURAL



6.6
BIONDO SCURO ROSSO
DARK RED BLONDE
RUBIO OSCURO ROJO



7.40
BIONDO MEDIO RAME NATURALE
MEDIUM NATURAL COPPER BLONDE
RUBIO MEDIO COBRE NATURAL



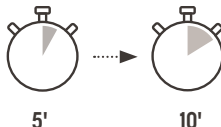
10.62
BIONDO PLATINO ROSSO IRISÉ
PLATINUM RED IRISÉ BLONDE
RUBIO PLATINO ROJO IRISÉ



0.0 SHINE
NEUTRO
NEUTRAL
NEUTRAL



HAIR SALON SERVICES • SERVIZI IN SALONE • SERVICIOS EN SALÓN

BASE & LENGHTS • BASE E LUNGHEZZE • BASE Y LONGITUDES			PROCESSING TIME • TEMPO DI POSA TIEMPO DE EXPOSICIÓN	TOOLS • ACCESSORI HERRAMIENTAS	POST COLOR • POST COLORE DESPUÉS DEL COLOR
 	HAIR TONER	 MIX 1:2 Beat Demipermanent Hair Color Beat Instant Blend Activator 7 vol.	 5' 10'	 BIBERON	 RINSE + COWASH
	HAIR GLOSS*	 MIX 1:2 Beat Demipermanent Hair Color Beat Instant Blend Activator 7 vol.			
BASE • BASE • BASE					
 	HAIR COLOR DUAL SYSTEM	 MIX 1:2 Luminity Demipermanent Hair Color Oxy Cream Developer 10 vol.	 20'	 BOWL + BRUSH	 RINSE + COWASH
		 MIX 1:2 Beat Demipermanent Hair Color Oxy Cream Developer 5 vol.			

APPLICATION • APPLICAZIONE • APLICACIÓN

		COLD TONES TONI FREDDI TONOS FRÍOS					WARM TONES TONI CALDI TONOS CÁLIDOS				BROWN TONES TONI MARRONI TONOS MARRONES		RED TONES TONI ROSSI TONOS ROJO			
		7.18	8.89	9.13	9.21	10.02	7.57	8.3	10.3	9.34	5.7	7.32	5.50	6.6	7.40	10.62
SUITABLE BASE BASE ADATTA BASE ADECUADA	5	•									•		•	•		
	6	•					•				•		•	•		
	7	•	•				•					•		•	•	
	8	•	•	•	•		•	•				•			•	
	9		•	•	•	•		•	•	•		•			•	•
	10			•	•	•			•	•						•
LIGHT NEUTRALIZATION* LEGGERA NEUTRALIZZAZIONE NEUTRALIZACIÓN LIGERA		ORANGE-RED ARANCIO-ROSSO NARANJA-ROJO	ORANGE-YELLOW ARANCIO-GIALLO NARANJA-AMARILLO	GENERAL WARM TONES TONI CALDI GENERICI TONOS CÁLIDOS GENÉRICOS		YELLOW GIALLO AMARILLO	LIGHT YELLOW GIALLO LEGGERO AMARILLO CLARO									

* For strong neutralization, use Luminity.
Per neutralizzazioni decise utilizzare Luminity.
Para neutralizaciones fuertes, utilice Luminity.

SHADES • TONALITÀ • TONALIDADES

- 1 ASH - CENERE - CENIZA
- 2 VIOLET - VIOLA - VIOLETA
- 3 GOLDEN - DORATO - DORADO
- 4 COPPER - RAME - COBRE
- 5 MAHOGANY - MOGANO - CAOBA
- 6 RED - ROSSO - ROJO
- 7 BROWN - MARRONE - MARRÓN
- 8 PEARL - PERLA - PERLA
- 9 BLUE - BLU - AZUL

*SHADES + SHINE 0.0 MIXING RATIO • NUANCE + SHINE 0.0 RAPPORTI MISCELA • TONOS + SHINE 0.0 PROPORCIÓN DE MEZCLA

	MIX 1:1	Balanced reflection and shine • Riflesso equilibrato e lucentezza • Reflejo equilibrado y brillo
	MIX 2:1	Extra reflection and shine • Extra riflesso e lucentezza • Reflejo extra y brillo
	MIX 1:2	Delicate reflection and extra shine • Riflesso delicato e extra lucentezza • Reflejo delicado y brillo extra



www.professionalbyfama.com

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