



DEMIPERMANENT
HAIR COLOR



PROFESSIONAL
BY FAMA
THE ITALIAN ART OF COLOR



5
CASTANO CHIARO
LIGHT CHESTNUT
CASTAÑO CLARO



6
BIONDO SCURO
DARK BLONDE
RUBIO OSCURO



7
BIONDO MEDIO
MEDIUM BLONDE
RUBIO MEDIO



8
BIONDO CHIARO NATURALE
NATURAL LIGHT BLONDE
RUBIO CLARO NATURAL



9
BIONDO CHIARISSIMO
VERY LIGHT BLONDE
RUBIO MUY CLARO



7.18
BIONDO MEDIO FREDDO
MEDIUM COLD BLONDE
RUBIO MEDIO FRÍO



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 FRÍO



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



6.3
BIONDO SCURO DORATO
DARK GOLDEN BLONDE
RUBIO OSCURO DORADO



8.3
BIONDO CHIARO DORATO
LIGHT GOLDEN BLONDE
RUBIO CLARO DORADO



9.3
BIONDO CHIARISSIMO DORATO
VERY LIGHT GOLDEN BLONDE
RUBIO MUY CLARO DORADO



10.3
BIONDO PLATINO DORATO
PLATINUM GOLD BLONDE
RUBIO PLATINO DORADO



7.31
BIONDO MEDIO BEIGE CALDO
MEDIUM WARM BEIGE BLONDE
RUBIO MEDIO BEIGE CÁLIDO



7.47
BIONDO MEDIO RAME MARRONE
MEDIUM COPPER BROWN BLONDE
RUBIO MEDIO COBRE MARRÓN



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



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



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





5.7
CASTANO CHIARO MARRONE
LIGHT BROWN CHESTNUT
CASTAÑO CLARO MARRÓN



5.74
CASTANO CHIARO MARRONE RAME
LIGHT COPPER BROWN CHESTNUT
CASTAÑO CLARO MARRÓN COBRE



7.32
BIONDO MEDIO BEIGE
MEDIUM BEIGE BLONDE
RUBIO MEDIO BEIGE



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



5.62
CASTANO CHIARO ROSSO IRISÉ
LIGHT RED IRISÉ CHESTNUT
CASTAÑO CLARO ROJO IRISÉ



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



8.42
BIONDO CHIARO RAME IRISÉ
LIGHT COPPER IRISÉ BLONDE
RUBIO CLARO COBRE IRISÉ



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



0.0 SHINE
NEUTRO
NEUTRAL
NEUTRAL



SALON SERVICES • SERVIZI SALONE • SERVICIOS SALÓN

COVERAGE - COPERTURA - COBERTURA

SHAMPOO	DRYING	PRE COLOR	COLOR	PROCESSING TIME	POST COLOR
 DETOX		 PRODIGIOUS	 +  +  BEAT OXY 10/20VOL.	 30'	 +  COWASH  SUBLIME MASK or  REPAIR MASK *if necessary

S.O.S. REGROWTH - S.O.S. RICRESCITA - S.O.S. EFECTO RAÍZ

SHAMPOO	PRE COLOR	COLOR	PROCESSING TIME	POST COLOR
 DETOX  REPAIR  SUBLIME  PURE	 PRODIGIOUS	 +  +  BEAT OXY 7VOL.	 5'  10'	 +  COWASH  SUBLIME MASK or  REPAIR MASK *if necessary

TONING - TONALIZZAZIONE - TONALIZACIÓN

POST BLEACHING SHAMPOO	PRE COLOR	INTENSE TONING	PROCESSING TIME	FAST TONING	PROCESSING TIME	POST COLOR
 REPAIR	 PRODIGIOUS	 +  +  →  15'		 +  +  →  5'  10'		 +  COWASH  REPAIR MASK *if necessary

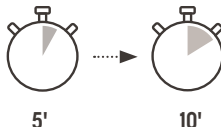
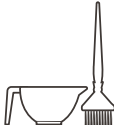
REFRESH COLOR

SHAMPOO	PRE COLOR	COLOR	PROCESSING TIME	POST COLOR
 DETOX  REPAIR  SUBLIME  PURE	 PRODIGIOUS	 +  +  BEAT INSTANT BLEND	 5'  10'	 +  COWASH  SUBLIME MASK or  REPAIR MASK *if necessary

GLOSS*

SHAMPOO	PRE COLOR	COLOR	PROCESSING TIME	POST COLOR
 DETOX  REPAIR  SUBLIME  PURE	 PRODIGIOUS	 BEAT SHADE  BEAT SHINE +  +  INSTANT BLEND	 5'  10'	 +  COWASH  SUBLIME MASK or  REPAIR MASK *if necessary

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 ROJOS					
7.18 8.89 9.13 9.21 10.02						6.3 8.3 9.3 10.3 7.31 7.47 7.57 9.31 9.34								5.7 5.74 7.32			5.50 5.62 6.6 7.40 8.42 10.62					
SUITABLE BASE BASE ADATTA BASE ADECUADA	4																					
	5	•				•								•	•		•	•	•			
	6	•				•				•	•	•		•	•		•	•	•			
	7	•	•			•				•	•	•				•			•	•		
	8	•	•	•	•		•			•	•	•	•			•			•	•		
	9		•	•	•		•	•	•				•	•					•	•	•	
10			•	•			•	•				•	•							•	•	
NEUTRALIZATION* NEUTRALIZZAZIONE NEUTRALIZACIÓN	ORANGE-RED ARANCIO-ROSSO NARANJA-ROJO	ORANGE-YELLOW ARANCIO-GIALLO NARANJA-AMARILLO	GENERIC WARM TONES TONI CALDI GENERICI TONOS CÁLIDOS GENERICOS		YELLOW GIALLO AMARILLO	LIGHT YELLOW GIALLO LEGGERO AMARILLO CLARO	.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