

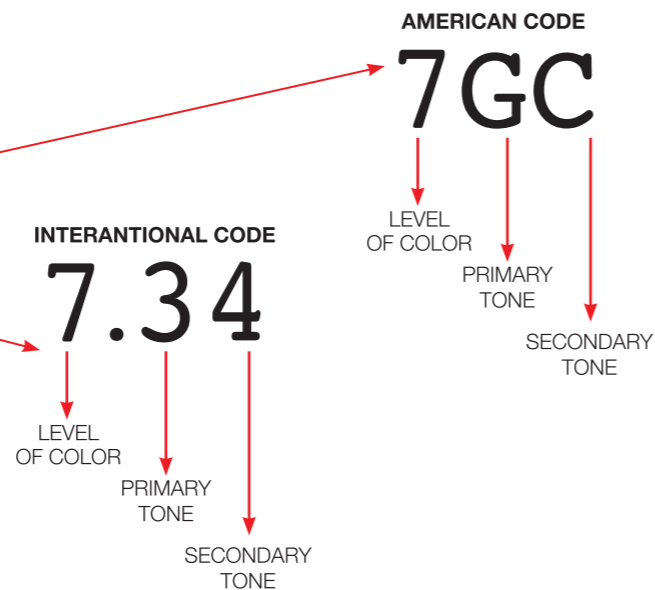


**SIMPLE
& EASY
TO USE.
THE PERFECT
COLORATION.**

**NO NEED FOR
SHADES INTERMIXING!**

**230 COLORS, READY TO USE,
INCLUDING 96 OF THE WORLD'S
MOST RENOWNED NATURAL SHADES.**

COLOR LEVEL & TONE



COLOR LEVEL CODE

INT.		USA
1	BLACK	1N
2	DARKEST BROWN	2N
3	DARK BROWN	3N
4	BROWN	4N
5	LIGHT BROWN	5N
6	DARK BLONDE	6N
7	BLONDE	7N
8	LIGHT BLONDE	8N
9	VERY LIGHT BLONDE	9N
10	PLATINUM BLONDE	10N

TONE CODES

INT.		USA
1	ASH	A
2	VIOLET	V
3	GOLD	G
4	COPPER	C
5	MAHOGANY	M
6	RED	R
7	COOL BROWN	CB
8	WARM BROWN	WB

SPECIAL TONE CODES

INT.		USA
23	TOBACCO	T
32	BEIGE	B
34	GOLD COPPER	GC
/2	NATURAL MATT	NM

All **WILD COLOR** Naturals are identified by their level of color and the letter **N**. The second letter refers to the most important natural series on the markets worldwide.

THE REVOLUTION OF HAIR COLOR

WILD COLOR is a professional hair color and it is available in an exclusive **packaging size of 180ml**. Thanks to its innovative formulation, **WILD COLOR** hair color is mixed in a 1:2 ratio with **WILD COLOR** oxidizing emulsion cream (5 vol., 10 vol., 20 vol., 30 vol. or 40 vol.), depending on the desired result.

Given its mixing ratio it is possible to obtain 540ml of coloring mixture (180ml **WILD COLOR** hair color + 360ml **WILD COLOR OXIDIZING EMULSION CREAM**), enough for 5 full applications.

WILD COLOR has ultra-modern colors and offers a large variety of **230 colors, including its unique world renowned range of 11 series of naturals, with 96 shades to choose from**. So, without having to mix the colors, any natural coloration needed can be restored.

A wide range of 89 Fashionable shades, 6 Special Performance for Men and 18 Direct shades, to set your fantasy free.

All permanent shades are formulated for 100% grey coverage.

The high standards of production enable a control of the pigments, which has never been achieved before. The colors of **WILD COLOR** are designed to have **STOICHIOMETRICALLY BALANCED FORMULAS**. Professional users are guaranteed safety and quality. In addition **WILD COLOR** is prepared for the strictest regulations in the world.

In addition, given the rise in allergies and sensitization and the growing attention to these phenomena globally, it has become necessary today to create special color lines.

- 96 NATURAL HAIR COLORS** to choose your favourites from
- 89 FASHION PERMANENT HAIR COLORS** no limits to creativity
- 5 FASHION ALL FREE HAIR COLORS** no PPD, no Ammonia, no Resorcinol and no Parabens
- 18 FASHION AMMONIA FREE HAIR COLORS** Ammonia free
- 18 DIRECT HAIR COLORS** set your fantasy free
- 6 SPECIAL PERFORMANCE FOR MEN** designed for a male's needs

LEVEL	SHADE NAME	DOMINANT PIGMENT	NEUTRALIZING BASE
1	BLACK	BLUE	
2	DARKEST BROWN	BLUE/VIOLET	
3	DARK BROWN	VIOLET	
4	BROWN	RED/VIOLET	YELLOW/GREEN
5	LIGHT BROWN	RED	GREEN
6	DARK BLONDE	RED/ORANGE	BLUE/GREEN
7	BLONDE	ORANGE	BLUE
8	LIGHT BLONDE	YELLOW/ORANGE	BLUE/VIOLET
9	VERY LIGHT BLONDE	YELLOW	VIOLET
10	LIGHTEST BLONDE	PALE YELLOW	VIOLET

8 NATURAL PERMANENT HAIR COLOR SHADES

N	1 N	2 N	3 N	4 N	5 N	6 N	7 N	8 N	9 N	10 N
N/O	1 N/O		3 N/O	4 N/O	5 N/O	6 N/O	7 N/O	8 N/O	9 N/O	10 N/O
N/W		2 N/W	3 N/W	4 N/W	5 N/W	6 N/W	7 N/W	8 N/W	9 N/W	10 N/W
N/S	1 N/S		3 N/S	4 N/S	5 N/S	6 N/S	7 N/S	8 N/S	9 N/S	
N/G		2 N/G	3 N/G	4 N/G	5 N/G	6 N/G	7 N/G	8 N/G	9 N/G	10 N/G
N/A	1 N/A	2 N/A	3 N/A	4 N/A	5 N/A	6 N/A	7 N/A	8 N/A	9 N/A	10 N/A
N/M		2 N/M	3 N/M	4 N/M	5 N/M	6 N/M	7 N/M	8 N/M	9 N/M	10 N/M
N/R			3 N/R	4 N/R	5 N/R	6 N/R	7 N/R	8 N/R	9 N/R	

FASHION PERMANENT HAIR COLOR

BEIGE				5.32 - 5B	6.32 - 6B	7.32 - 7B	8.32 - 8B	9.32 - 9B		
MATT NATURALS				4/2 - 4NM	5/2 - 5NM	6/2 - 6NM	7/2 - 7NM	8/2 - 8NM		
ASH				4.1 - 4A	5.1 - 5A	6.1 - 6A	7.1 - 7A	8.1 - 8A	9.1 - 9A	BB
INTENSIVE ASH SPECIAL MAN				4.11 - 4AA	5.11 - 5AA	6.11 - 6AA	7.11 - 7AA		5.111 - 5AAA	6.111 - 6AAA
GOLDEN				4.3 - 4G	5.3 - 5G	6.3 - 6G	7.3 - 7G	8.3 - 8G	9.3 - 9G	
INTENSIVE GOLDEN						6.33 - 6GG	7.33 - 7GG	8.33 - 8GG	9.33 - 9GG	
GOLD COPPER						6.34 - 6GC	7.34 - 7GC	8.34 - 8GC	9.34 - 9GC	
COPPER				4.4 - 4C	5.4 - 5C	6.4 - 6C	7.44 - 7CC	8.4 - 8C	9.4 - 9C	
MAHOGANY				4.5 - 4M	5.5 - 5M	6.5 - 6M	7.5 - 7M	5.55 - 7MM		
VIOLET		2.2 - 2V		4.2 - 4V	5.2 - 5V	6.2 - 6V		5.22 - 5VV		
RED	1.6 - 1R			4.6 - 4R	5.6 - 5R	6.6 - 6R	7.6 - 7R	8.6 - 8R		
INTENSIVE RED					5.66 - 5RR	6.66 - 6RR	7.66 - 7RR	8.66 - 8RR		
WARM BROWN					5.8 - 5WB	6.8 - 6WB	7.8 - 7WB	8.8 - 8WB		
COOL BROWN						6.73 - 6CB	7.73 - 7CB			
TOBACCO				4.23 - 4T	5.23 - 5T	6.23 - 6T	7.23 - 7T			
SUPERLIFT SERIES	11.0 - SN	11.1 - SA	11.11 - SAA	11.3 - SG	11.13 - SB	12.0 - SNN	12.1 - SAA	12.3 - SSG	12/11 - SSAA	12/81 - SSPA
INTENSIFIERS	Y	O	R	V	B	G	S	DG	L	C

WILD COLOR™

AMMONIA FREE PERMANENT HAIR COLOR

NATURAL AMMONIA FREE	1 N	2 N	3 N	4 N	5 N	6 N	7 N	8 N	9 N	10 N
ASH				4.1 - 4A		6.1 - 6A				
GOLDEN						6.3 - 6G		8.3 - 8G		
GOLD COPPER							7.34 - 7GC			
COPPER						6.4 - 6C				
MAHOGANY				4.5 - 4M						
VIOLET				4.2 - 4V		6.2 - 6V				
INTENSIVE RED						5.66 - 5RR	6.66 - 6RR	7.66 - 7RR		
WARM BROWN						5.8 - 5WB		7.8 - 7WB		
TOBACCO						5.23 - 5T				
SUPERLIFT SERIES								12.1 - SAA		
SPECIALS	BB									C

ALL FREE PERMANENT HAIR COLOR

NATURAL ALL FREE	1 N	2 N	3 N	4 N	5 N	6 N	7 N	8 N	9 N	10 N
ASH								8.1 - 8A		
GOLDEN							7.3 - 7G			
BEIGE							7.32 - 7B			
TOBACCO						6.23 - 6T				
COPPER							7.44 - 7C			

DIRECT HAIR COLOR

NATURAL COLORS	1DC			5DC	6DC	7DC	8DC			
CRAZY COLORS	YELLOW	ORANGE	RED	VIOLET	BLUE	GREEN	CLEAR	ANTHRACITE	STEEL	ICE
CRAZY COLORS	BORDEAUX	FUCHSIA	AQUA	ROSE	MINT	LAVENDER	TURQUOISE	PEACH		

WILD COLOR™

PEROXIDE CHOICE AND SIMPLE, BUT IMPORTANT, TIPS FOR USE



WILD COLOR developer is the perfect complement for **WILD COLOR** hair color. A creamy formulation, rich in emollients and easy to apply, with reduced sensitization properties and an overall excellent cosmetic result.

BASE CHOICE OF VOLUME CREAM DEVELOPERS

5 VOL. (1,5%)	FOR TONING
10 VOL. (3%)	TO DARKEN
20 VOL. (6%)	TO COLOR ON THE SAME LEVEL 1 TONE OF LIFT FOR LIGHT BLEACHING (2-3 LEVELS)
30 VOL. (9%)	FOR 1-2 LEVELS OF LIFT FOR 2-3 LEVELS OF LIFT WITH SUPERLIGHTENERS FOR MEDIUM BLEACHING (4-5 LEVELS)
40 VOL. (12%)	FOR 2 LEVELS OF LIFT FOR 3-4 LEVELS OF LIFT WITH SUPERLIGHTENERS FOR STRONG BLEACHING (6-7 LEVELS)



Apply on dry and unwashed hair.



Leave in for 30 minutes



Rinse the hair and apply an after-color shampoo (pH 4.5)

GREY HAIR COVERAGE

All permanent hair shades of **WILD COLOR** hair color are formulated for a 100% grey hair coverage, therefore it is not necessary to mix any of the shades, with natural based colors. In case of non-optimal result of grey hair coverage is found, proceed with a re-pigmentation or reduce the dilution ratio from 1:2 to 1:1,5.



THE REAL
**HAIR COLOR
INNOVATION**

**6fl.oz
180ml**

RATIO 1+2

