



BY ALOXXI®

delivering vibrant, long-lasting colour with superior grey coverage for stronger, healthier hair, and beautiful shine!

Featuring Skin-Care Grade Ingredients & Surface Intelligence Technology

COLOUR

THE NEW

Luminexx™

SCAN TO SEE FORMULATIONS!



Why Luminexx™

Shine On with Luminexx™ by Aloxxi.

An advanced PPD and Resorcinol Free Gel Cream Permanent Hair Colour formulated with Surface Intelligence Technology delivers vibrant, long-lasting colour with superior grey coverage for stronger, healthier hair, and beautiful shine.

Sugar Beet Extract

- Nourishing treat for smooth, hydrated, shiny hair

Chicory Root Prebiotic

- Rebalance the microbiome of the skin and provide scalp protection

Lutein

- Helps protect from blue light and UV sunlight

Sacha Inchi Seed Oil

- Condition while relieving irritated or scaly scalps

Surface Intelligence Technology

- Encapsulated pigments
- Precision application
- Faster rinse
- helps prevent staining

Made with skincare-grade ingredients, it helps protect the scalp, prevent staining and creates the optimal environment for hair colour to shine. May be used to refresh mid-lengths and ends.

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TECHNICAL HOTLINE: 1-877-425-6994 • LuminexxHair.com



LTLCCHT23



	NATURAL	NATURAL ASH BROWN	NATURAL GOLD	INTENSE ASH	ASH MATTE	VIOLET ASH	INTENSE VIOLET	GOLD VIOLET	GOLD	GOLD COPPER	COPPER	RED MAHOGANY	INTENSE RED
10	10N 10.0			10AA 10.11									
9			9NG 9.03			9VA 9.21		9GV 9.32	9G 9.3	9GC 9.34			
8	8N 8.0	8NABr 8.018		8AA 8.11							8C 8.4		
7	7N 7.0		7NG 7.03			7VA 7.21		7GV 7.32	7G 7.3				7RRC 7.664
6	6N 6.0	6NABr 6.018		6AA 6.11							6C 6.4		6RR 6.66
5	5N 5.0		5NG 5.03		5AMt 5.17		5VV 5.22	5GV 5.32	5G 5.3			5RM 5.65	5RR 5.66
4	4N 4.0					4VV 4.22						4RM 4.65	
3	3N 3.0				3AMt 3.17								
2													
1	1N 1.0												



Luminexx, Aloxxi's NEW gel-cream permanent colour line, marries the most advanced smart technology with globally inspired creativity delivering long-lasting colour and healthy hair with beautiful shine. A PPD and Resorcinol Free option, Luminexx features skincare-grade ingredients to help protect the scalp, prevent staining and create the optimal environment for hair colour to shine.

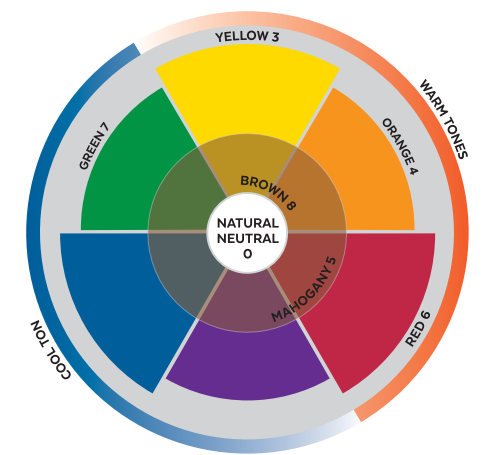
WHAT'S IN THE TUBE

TONAL SERIES & DIRECTION

LETTER	NUMBER	PRIMARY TONE	SECONDARY TONE	TERTIARY TONE	WE CALL IT (COSMETIC NAME)
N	0	NATURAL			NATURAL
NABr	0.018	NATURAL	BLUE	BROWN	NATURAL ASH BROWN
NG	0.03	NATURAL	YELLOW		NATURAL GOLD
AA	0.11	BLUE	BLUE		INTENSE ASH
AMt	0.17	BLUE	GREEN		ASH MATTE
VA	0.21	VIOLET	BLUE		VIOLET BLUE
VV	0.22	VIOLET	VIOLET		INTENSE VIOLET
G	0.3	YELLOW			GOLD
C	0.4	ORANGE			COPPER
RM	0.65	RED	RED-VIOLET	BROWN	RED MAHOGANY
RRC	0.664	RED	RED	ORANGE	RED RED COPPER
RR	0.66	RED	RED		INTENSE RED

COLOUR WHEEL

- Colours close to each other on the wheel enhance tonal direction.
- Colours across the wheel neutralize tonal direction.
- Colours may be warm or cool depending on the proportion of primaries present: blue, red & yellow.



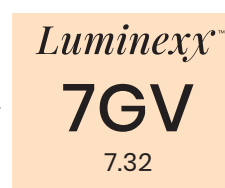
TONAL DIRECTION

0 NATURAL 1 ASH 2 VIOLET 3 GOLD 4 COPPER 5 MAHOGANY 6 RED 7 MATTE 8 BROWN

NUMBER IDENTIFICATION

= level
1st letter = primary tonal direction
2nd letter = secondary tonal direction

7GV
7 = Medium Blonde
G = Gold Tonal Direction
V = Violet Secondary Tonal Direction



in front of point = level
1st # to the right of the . = primary tonal direction
2nd # to the right of the . = secondary tonal direction

7.32
7 = Medium Blonde
3 = Gold Primary Tonal Direction
2 = Violet Secondary Tonal Direction

MIXING

LEVELS 1-10:

1:2

COLOUR to DEVELOPER

COLOUR FAMILIES

NATURAL
COOL / CONTROL
FASHION

DEVELOPER & RECOMMENDATIONS

7 Vol.	10 Vol.	20 Vol.	30 Vol.	40 Vol.
Grey / White Blending	Grey / White Coverage	Grey / White Coverage	Grey / White Coverage	Grey / White Coverage
Colour Refreshing Mid Lengths and Ends	Tone on Tone	1 level of lift	2 levels of lift	3 levels of lift

PROCESSING RECOMMENDATIONS

7 Vol.	10 Vol.	20 Vol.	30 Vol.	40 Vol.
Up to 35 minutes	Up to 35 minutes	Up to 35 minutes	Up to 35 minutes	Up to 35 minutes

NATURAL LEVEL & EXPOSED CONTRIBUTING PIGMENT GUIDE

LEVEL	NATURAL LEVEL	EXPOSED CONTRIBUTING PIGMENT	CORRECTIVE
10N	LIGHTEST BLONDE	PALE YELLOW	VIOLET
9N	VERY LIGHT BLONDE	LIGHT YELLOW	VIOLET
8N	LIGHT BLONDE	YELLOW	VIOLET
7N	MEDIUM BLONDE	ORANGE + YELLOW	BLUE + VIOLET
6N	DARK BLONDE	ORANGE	BLUE
5N	LIGHT BROWN	RED + ORANGE	GREEN + BLUE
4N	MEDIUM BROWN	RED	GREEN
3N	DARK BROWN	RED	GREEN
2N	DARKEST BROWN	RED	GREEN
1N	BLACK	RED	GREEN

HEALTHY HAIR
Accepts warm tones: red, orange and yellow. Rejects cool tones: blue and violet.

DAMAGED HAIR
Accepts cool tones: blue and violet. Rejects warm tones: red, orange and yellow.