

At Aloxxi, we are 100% committed to your craft. With a concise, yet comprehensive line of colour and colour care products, we deliver transformative results instantly.

COLOUR CURIOUSLY



PLATINUM SERIES

High Lift Blonding with CHROMA™ Platinum Series (1L)

- 5 intermixable shades
- Formulated to achieve the ultimate in high lift blondes without creating excessive warmth
- High concentration of pigment ensures maximum deposit
- 1:2 mixing ratio (1pt Platinum / 1L Shade + 2pts Aloxxi Creme Developer) – allows for maximum lift
- On or off-scalp application
- Recommended for level 6 or lighter
- Up to 4 – 5 levels of lift

CHROMA™ GEMS Concentrates

GEMS are a collection of colour concentrates that are used to customize colour formulas for each individual client. If utilizing a small addition of GEMS, no additional developer is needed (30g color and 5g GEMS to 45g developer). If the amount of GEMS is increased in the formula, then additional developer is needed (20g color and 10g GEMS to 45g of developer).

CUSTOMIZABLE GREY COVERAGE

Select from 5 series for customizable grey/white coverage based on the colour objective:

Natural Coverage:
Natural (N/0) Series

Warm Coverage:
Natural Tan (NT/03) Series

Cool Coverage:
Natural Ash (NA/01) Series

Cool Coverage:
Natural Ash Matte (NAMT/017) Series

High % resistant grey / white:
Intense Natural (NN/00) Series

Up to 50% grey/white

1pt selected Natural (N, NN, NT, NA or NAMT) + 2pts target colour

EXAMPLE OF WARM COVERAGE:
Target Colour 7K (7.4)

10g 7NT (7.03) + 20g 7K (7.4) with 45g Creme Developer

EXAMPLE OF COOL COVERAGE:
Target Colour 8B (8.13)

10g 8NA (8.01) + 20g 8B (8.13) with 45g Creme Developer

50% – 100% grey/white

1pt selected Natural (N, NN, NT, NA or NAMT) + 1pt target colour

EXAMPLE OF WARM COVERAGE:
Target Colour 7K (7.4)

15g NT (7.03) + 15g 7K (7.4) with 45g Creme Developer

EXAMPLE OF COOL COVERAGE:
Target Colour 8B (8.13)

15g 8NA (8.01) + 15g 8B (8.13) with 45g Creme Developer

COLOUR OBJECTIVE	BOOST / CHROMA™	DEVELOPER	TIMING
Up to 3 levels of lift on natural hair	1pt BOOST	15pts 20 Vol. (6%), 30 Vol. (9%) or 40 Vol. (12%) Creme Developer	Up to 45 minutes
Up to 1 level of lift on previously colour treated hair	1pt BOOST	15pts 40 Vol. (12%) Creme Developer	Up to 45 minutes
Colour corrector for unwanted tonal deposits	1pt BOOST	15pts 20 Vol. (6%), 30 Vol. (9%) or 40 Vol. (12%) Creme Developer	Visual / until desired removal is achieved. Timing may vary based on the physical properties of the hair, and the amount of tonal deposit required to remove
Maximum lift with CHROMA™ shade	1pt CHROMA™	15pts 40 Vol. (12%) Creme Developer	45 – 60 minutes
Maximum lift with CHROMA™ shade	15g CHROMA™	45g 40 Vol. (12%) Creme Developer	45 – 60 minutes
Maximum lift with CHROMA™ Platinum (1L) shade	1pt Platinum (1L) CHROMA™ Platinum Shade + 1pt BOOST	2pts 40 Vol. (12%) Creme Developer	50 – 65 minutes
Resistant grey/ white coverage	10% BOOST added to the formula	15pts (20 Vol. (6%), 30 Vol. (9%) or 40 Vol. (12%) Creme Developer	45 minutes

COOL GEMS: BLUE & VIOLET

Can be utilized to enhance cool tones in darker levels (level 5 and darker) or to control unwanted warm tones in lighter levels (level 6 and lighter).

WARM GEMS: RED, GOLD & COPPER

Warm GEMS are used to enhance warm tones and ensure balanced colour results when lowlighting on porous hair.

Warm GEMS can be used for pre-pigmenting / filling.

COOL TONES: B BLUE, V VIOLET

WARM TONES: R RED, G GOLD, K COPPER

Going darker and Tone on Tone application

1. Apply desired CHROMA™ formula mixed with 10 Vol. (3%) Creme Developer to the base, and immediately apply to the mid-lengths and ends.
2. Starting ½ (cm) from the base, apply to mid-lengths and ends. Develop for 15 – 20 minutes.

Going Lighter

1. Prepare a fresh mixture of colour and apply to the base area.

ELEVATE YOUR COLOUR APPLICATION TO A COLOUR EXPERIENCE WITH COLOURPRIME® & COLOURLOCK

Clinically proven to provide 2.5x more even colour absorption and 2.5x longer lasting colour results!

ColourPrime®

ColourLock

- Pre-Colour Treatment
- Cleanses
- Conditions
- Restore the hair pH after colour
- Contains Gentle Cleansing Agents
- Porosity Equalizer
- Desensitizes and provides scalp protection
- Post-Colour Treatment

- Chemical Anti-oxidant
- or lightening services

LEVELS	NATURAL	INTENSE NATURAL	NATURAL TAN	NATURAL ASH	NATURAL ASH MATTE	ASH	INTENSE ASH	VIOLET	PEARL	BEIGE	GOLD VIOLET	BROWN GOLD	GOLD	GOLDEN MAHOGANY <small>Previously Golden Red (GR)</small>	RED GOLD	RED MAHOGANY	COPPER	INTENSE COPPER	RED COPPER	RED	EXTRA RED	
	11N 11.0	PLATINUM <small>Formulated to achieve the ultimate in high lift blondes without creating excessive warmth.</small>				11A 11.1		11V 11.2	11P 11.21	11B 11.3												
10	10N 10.0					10A 10.1	10AA 10.11	10V 10.2	10P 10.21													
9	9N 9.0	9NN 9.00	9NT 9.03	9NA 9.01		9A 9.1	9AA 9.11		9P 9.21	9B 9.3			9G 9.3						9KKg 9.443			
8	8N 8.0	8NN 8.00	8NT 8.03	8NA 8.01	8NAMt 8.017	8A 8.1	8AA 8.11			8B 8.13	8GV 8.32	8BrG 8.83	8G 8.3				8K 8.4		8KK 8.44			
7	7N 7.0	7NN 7.00	7NT 7.03	7NA 7.01	7NAMt 7.017	7A 7.1				7B 7.13	7GV 7.32	7BrG 7.83	7G 7.3	7GM 7.35	7RG 7.83		7K 7.4		7KK 7.44			
6	6N 6.0	6NN 6.00	6NT 6.03	6NA 6.01		6A 6.1	6AA 6.11				6GV 6.32	6BrG 6.83	6G 6.3	6GM 6.35			6K 6.4	6KK 6.44	6RK 6.64	6R 6.6	6XR 6.66	
5	5N 5.0	5NN 5.00	5NT 5.03		5NAMt 5.017	5A 5.1		5V 5.6			5GV 5.32	5BrG 5.83	5G 5.3	5GM 5.35		5RM 5.65	5K 5.4		5RK 5.64	5R 5.6	5XR 5.66	
4	4N 4.0	4NN 4.00						4V 4.52			4GV 4.32	4BrG 4.83				4RM 4.65	4K 4.4		4RK 4.64		4XR 4.66	
3	3N 3.0							3V 3.2														
2	2N 2.0																					
1	1N 1.0					1A 1.1																
GEMS	CL <small>TONES ONLY</small>	Aloxxi GEMS are a collection of color concentrates that are used to customize colour formulas for each individual client.				B		V				G					K				R	

4 SIMPLE STEPS TO PERFECT COLOUR RESULTS WITH CHROMA™

- Determine natural level and / or existing color including % of grey / white hair
- Analyze texture and porosity
- Identify desired level and tonal direction
- Determine colour objective to select developer and timing

- 100+ intermixable shades
- 5 series for 100% grey / white coverage
- Up to 5 levels of lift
- CDP Complex®

DEVELOPER & RECOMMENDATIONS

10 Vol.	20 Vol.	30 Vol.	40 Vol.
Grey / White Coverage	Grey / White Coverage	Grey / White Coverage	Grey / White Coverage
Tone on Tone	1 level of lift	2 levels of lift	3 levels of lift
TIMING:			
20 – 35 minutes	30 – 45 minutes	40 – 45 minutes	40 – 50 minutes

20 & 40 Vol. BLUE DEVELOPER
Mix with CHROMA™ for additional coolness

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.

NUMBER IDENTIFICATION

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

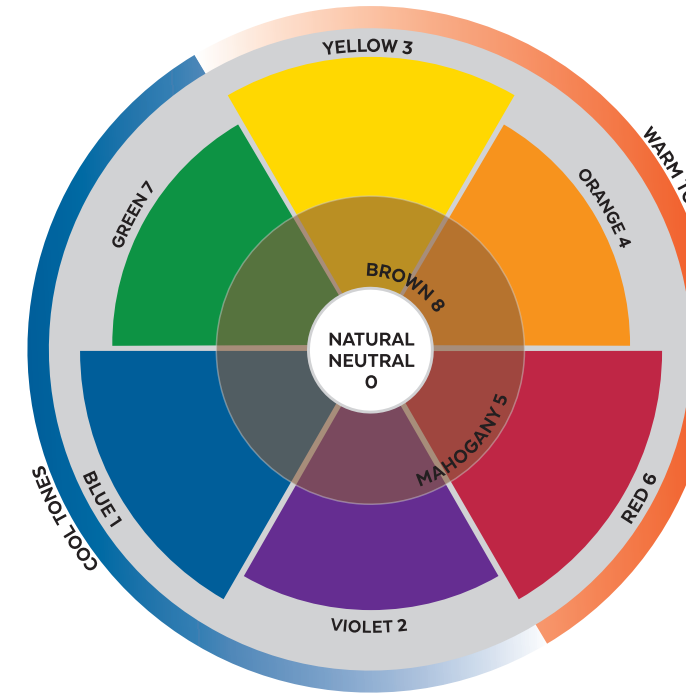
CHROMA™
7GV
7.32

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

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 the primary colours present: blue, red and yellow.



COLOUR FAMILIES

- NATURAL
- COOL
- PLATINUM
- GEMS
- FASHION

TONAL DIRECTION

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

TONAL SERIES

LETTER	NUMBER	PRIMARY TONAL DIRECTION	SECONDARY TONAL DIRECTION	TERTIARY TONAL DIRECTION
N	.0	NATURAL		
NN	.00	NATURAL	NATURAL	
NT	.03	NATURAL	GOLD	
NA	.01	NATURAL	ASH	
NAMt	.017	NATURAL	ASH	MATTE
BrG	.83	BROWN	GOLD	
A	.1	ASH		
AA	.11	ASH	ASH	
V	.2	VIOLET		
V	.5	MAHOGANY		
V	.52	MAHOGANY	VIOLET	
P	.21	VIOLET	ASH	
B	.13	BEIGE	GOLD	
GV	.32	GOLD	VIOLET	
G	.3	GOLD		
GM	.35	GOLD	MAHOGANY	
RG	.63	RED	GOLD	
RM	.65	RED	MAHOGANY	
K	.4	COPPER		
KK	.44	COPPER	COPPER	
KKg	.443	COPPER	COPPER	GOLD
RK	.64	RED	COPPER	
R	.6	RED		
XR	.66	RED	RED	

MIXING

LEVELS 1 – 10

1:1.5

COLOUR	DEVELOPER
30g	45g
60g	90g
.....
1 oz	1½ oz
2 oz	3 oz

PLATINUM HIGH LIFT COLOUR

1:2

COLOUR	DEVELOPER
15g	30g
30g	60g
.....
½ oz	1 oz
1 oz	2 oz