

- Sulfates
- Parabens
- Gluten
- Sodium Chloride
- Ethanolamines
- Phthalates
- Talc
- Microbeads
- Aluminum Compounds
- Formaldehyde



Ingredients in our products that you won't find any of these collections are 10 Free! This means

WHAT WE LEFT OUT:

Aloxxi's CARE & STYLE retail collections are 10 Free! This means that you won't find any of these ingredients in our products:

INCLUDING:

Each CARE & STYLE product features ColourCare Complex. This blend of 10 different anti-oxidants and botanicals helps protect hair from UV damage to extend the life of color between salon visits.

WHAT'S INSIDE:

This sulfate-free shampoo gently removes build-up from hard water, styling products, pool elements, oils and environmental pollutants with Aloxxi Detox ColourCare Complex. This blend of 10

WE BELIEVE WHAT WE PUT

IN OUR PRODUCTS IS JUST

AS IMPORTANT AS WHAT WE

LEAVE OUT.

CARE PRODUCTS

oils, impurities and odors leaving hair fresh.

Ideal for all hair colors, this invisible dry shampoo cleanses and refreshes the hair without leaving a heavy residue feeling. Natural ingredients absorb excess

DRY SHAMPOO

manageability.

Nourish your hair with this weightless detangler that helps strengthen, revitalize and protect your hair color. The results are improved texture and

more body.

that protects and strengthens while adding volume without opening the cuticle and exposing delicate color molecules. Hair is left healthier and with

Cleanse and condition damaged and over-processed hair without stripping strands of nourishment. This duo repairs weak strands with Advanced Recovery Technology®, a blend of strengthening peptides, amino acids and

conditioning agents.

REPARATIVE SHAMPOO & CONDITIONER

for smooth, soft, silky, manageable hair.

This weightless leave-in conditioning cream detangles while blocking humidity, helping to reduce static & breakage, and controlling frizz 4X longer*

Contract brassiness and enhance silver tones with this color refreshing providing hydration.

VIOLET SHAMPOO

Blend. Hair is rinsed free of impurities without depleting essential moisture. products, pool elements, oils and environmental pollutants with Aloxxi Detox

Enriched with olive and avocado oils, hydrolyzed keratin and silk amino acids, this shampoo and conditioner prevents UV damage, helps repair and

CLARIFYING SHAMPOO

strengthen hair and contains a unique blend of 10 anti-aging extracts.

Get killer body in an instant while banishing lackluster strands! This shampoo and conditioner features Sugar Starch to speed up drying time, Quartz Dust

HYDRATING SHAMPOO & CONDITIONER



Revitalizing damaged, weak and dull hair, this masque features a super blend of multi-weight plant proteins including Pea Peptide & Keratin to fortify

Formulated with Apple Stem Cell Technology and the most advanced thickening agents available, Thickening Serum

REPARATIVE TREATMENT MASQUE

Create volume from base to tip that won't collapse. Strong enough to lift, sculpt and hold full-bodied styles, lightweight enough to

not leave hair sticky or crunchy while washing-out easily.

Define style with this strong hold formula that offers the control without crunch.

ESSENTIAL 7 OIL LEAVE-IN CONDITIONING CREAM

Strengthen and restore elasticity and shine to lackluster hair with the Essential 7 Botanic Blend, a medley of seven botanical oils that provide intense

hydration and tame frizz, resulting in smooth, soft, silky, manageable hair.

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ESSENTIAL 7 OIL CLEANSING OIL SHAMPOO & TREATMENT CONDITIONER

and Ginseng Extracts to fortify and restore volume for full bodied style.

Get killer body in an instant while banishing lackluster strands! This shampoo and conditioner features Sugar Starch to speed up drying time, Quartz Dust

BOMBHELL SHAMPOO & CONDITIONER



split ends by 88%***

nourishment to weak, depleted strands while visibly reducing

a blend of fortifying peptides, amino acids and conditioning agents, this mending serum repairs split ends and provides

SPLIT ENDS MEND

entire hair shaft, leaving hair thicker and stronger.

Formulated with Apple Stem Cell Technology and the most advanced thickening agents available, Thickening Serum

strengtheners from the base while expanding the volume of the

THICKENING SERUM - HOLD FACTOR 2

Create volume from base to tip that won't collapse. Strong enough to lift, sculpt and hold full-bodied styles, lightweight enough to

not leave hair sticky or crunchy while washing-out easily.

STRONG HOLD MOUSSE - HOLD FACTOR 5

Define style with this strong hold formula that offers the control without crunch.

Create body, define waves and nourish hair while controlling frizz. This rich conditioning mousse provides soft, silky volume

VOLUMIZING WHIP - HOLD FACTOR 3

Hair looks and feels healthy, smooth, silky and conditioned.

As a conditioning, styling and finishing tool, this versatile serum makes hair 3X smoother and stronger** while reducing styling time,

ESSENTIAL 7 OIL RESTORATIVE HAIR SERUM

strengthening the hair, detangling and improving manageability.

PROJECT COLOR-TREATED HAIR. ALL PRODUCTS ARE DESIGNED TO BE COCKTAILED, LAYERED AND MIXED TOGETHER FOR CUSTOM FORMULAS THAT DELIVER EXACTLY WHAT YOUR HAIR NEEDS.

ALOXXI STYLING PRODUCTS ARE CREATED TO

STYLE PRODUCTS

This lightweight foam transforms into a waxy balm that offers soft, pliable control and gives hair texture and separation. Leaves

hair shiny and protects hair color from fading.

LIGHTWEIGHT SCULPTING WAX - HOLD FACTOR 2

Provides light style control and soft, manageable locks.

This hydrating styling cream nourishes hair, smoothes frizz & fly-aways and imparts shine without weighing hair down.

Steal the spotlight in an instant with this weightless, supreme mist. This finisher is formulated with Quartz Dust to provide

STYLING CREAM - HOLD FACTOR 2

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ALOXXI STYLING PRODUCTS ARE CREATED TO



Based on a clinical study using Essential 7 Oil Cleansing Oil Shampoo, Treatment Conditioner, Leave-In Conditioning Cream regimen vs. untreated

hair; individual results may vary.

ESSENTIAL 7 OIL DRY OIL SHINE MIST

Creates a high shine finish and tames frizz & fly-aways while

nourishing & rejuvenating dull, dry hair. This mist improves shine by 87%*** and is the perfect finishing touch to any hair type or

style, absorbing quickly and illuminating color.

BOMBHELL SHINE MIST

Steal the spotlight in an instant with this weightless, supreme mist. This finisher is formulated with Quartz Dust to provide

Define style with this strong hold formula that offers the control without crunch.

STRONG HOLD MOUSSE - HOLD FACTOR 5

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ALOXXI STYLING PRODUCTS ARE CREATED TO



PROFESSIONAL PRODUCTS



COLOURPRIME PRE-COLOR TREATMENT & COLOURLOCK POST-COLOR FINISHER

Extend the life of your color with these botanically enriched treatments. Begin your service with ColourPrime, a gentle herbal cleanser to protect the scalp and equalize porosity, and end with ColourLock, a finisher that cleanses, conditions, reduces hair's pH, closes the cuticle and neutralizes residual peroxide after any hair color service.

RRx TREATMENT 2-STEP PROFESSIONAL SYSTEM

Rebuild, repair and replenish damaged hair. This 2-step professional system protects hair bonds during the chemical process and delivers reparative benefits to severely damaged hair. It's clinically proven to significantly improve hair strength for healthy hair with movement after one use.*

BARRIER CREME

Barrier Creme prevents the skin from staining and protects from irritation when applied.

BLUE DEVELOPERS

BLUE Creme Developers are formulated to deliver consistent deposit and lift while providing maximum control of unwanted warmth when lightening.

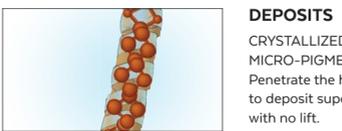
TONES® DEMI-PERMANENT COLOUR

AMMONIA-FREE

TONES is the perfect no ammonia demi-permanent partner to CHROMA Permanent Creme Colour and ANDIAMO Express Permanent Colour. Formulated with CDP Complex® to Condition, Deposit color and Protect the hair to provide multi-dimensional color. This high-definition color ensures 100% saturation and healthy, shiny hair.

FORMULATED WITH CDP COMPLEX®

HOW IT WORKS:



CONDITIONS
MEADOWFOAM SEED OIL:
Imparts an extra boost of moisture.

DEPOSITS
CRYSTALLIZED MICRO-PIGMENTS:
Penetrate the hair shaft to deposit superior color with no lift.

PROTECTS
NO AMMONIA FORMULA:
Helps protect against cuticle damage during the color process. Weightless emollients surround the cuticle with a protective shield.



Aloxxi

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aloxxi.com

Item #: LTTCHT20



* vs. damaged untreated hair

TONES	Used for natural level selection. The base contains all three primary colors in varied proportions. Creates natural results without excessive warmth or coolness. Adding to color formula ensures maximum grey/white blending.		Natural gold base creates natural looking rich warm tones. Ideal for warm grey/white blending with warm tonal balance and lowlighting.		Natural blue base produces natural cool tones and controls unwanted orange/yellow tones. Ideal for warm grey/white blending.		Ideal blend of ash and gold for a classic beige blonde.		Gold/violet base creates soft, balanced, warm tones. Ideal for lowlighting and color backs.		Blue base controls unwanted warm tone.		Intense blue base controls unwanted warm tones.		Violet/blue base controls unwanted yellow/gold tones.		Blue/red base creates rich burgundy tones in darker levels and controls unwanted gold/yellow tones in lighter levels.		Red/red brown base creates beautiful natural reds.		Formulated with a true red base that ensures rich vibrant red tones.		Intense red base creates extremely rich red tones.		Red/orange base produces bold, vibrant red-copper tones.		Orange base enhances and accentuates warm tones.		Gold/red base produces beautiful rich, warm mahogany tones.		Gold base creates brilliant golden tones.	
LEVELS	NATURAL	NATURAL TAN	NATURAL ASH	BEIGE	GOLD VIOLET	ASH	INTENSE ASH	PEARL	VIOLET	RED MAHOGANY	RED	EXTRA RED	RED COPPER	COPPER	GOLDEN RED	GOLD																
10	10N 10.0 BLONDE BAMBINO					10A 10.1 PRIMA DONNA	10AA 10.11 STEEL ME TO ITALY	10P 10.21 ROMANCE ON THE RIALTO	10V 10.2 SWINGING IN SARDINIA																				10G 10.3 SANGIOVESE AT SUNRISE			
9	9N 9.0 ROMAN GODDESS	9NT 9.03 AMALFI GRIG	9NA 9.01 GET A GRAPPA	9B 9.03 GIVE PISA A CHANCE		9A 9.1 WOMEN ARE FROM VENICE	9AA 9.11 WHISPER IN MILAN	9P 9.21 TASTE OF TORINO	9V 9.2 BLONDE BELLA																				9G 9.3 BEACH BELLINI			
8			8NA 8.01 MONA LISA'S SMILE			8A 8.1 SENSUOUS SIGNORINA																	8K 8.4 DON'T PROSCUITO THE MESSENGER									
7	7N 7.0 GEORGIO'S FOLLY	7NT 7.03 FORTUNA AT THE FORUM		7B 7.03 BUON GIORNO GENOVA	7GV 7.02 MODA FANTASTICA																							7G 7.3 CIAO BELLA				
6	6N 6.0 ALOXI'S FAVORITE		6NA 6.01 POMPEII AND CIRCUMSTANCE			6A 6.1 SEDUCTION ON THE GRAND CANAL																										
5	5N 5.0 ARRIVERCI ROOTS	5NT 5.03 CIOCCOLATO GELATO				5GV 5.02 LA BELLA SIGNORINA																							5G 5.3 BOOT-FUL ITALY			
4	4N 4.0 ESPRESSO YOURSELF								4V 4.2 MEDIC'S VILLA	4RM 4.05 VALENTINO'S DELIGHT																						
3	3N 3.0 A BRUNETTE FOR CASANOVA								3V 3.2 REVELRY IN TIVOLI																							
2	2N 2.0 DATE NIGHT AT HARRY'S																															
1	1N 1.0 INTRIGUE ON THE SPANISH STEPS																															
GEMS	GL ITALIAN ICE	Aloxxi GEMS are a collection of color concentrates that are used to customize color formulas for each individual client.														B ONCE IN A BLUE LUNA	V O COLORE MIO	R IT'S ALL ITALIAN TO ME	K PENNE FOR YOUR THOUGHTS	G DONATELLO'S YELLOW												
																	For additional uses, reference the Salon Technical Guide.															

TONES[®] DEMI-PERMANENT CREME COLOUR

No-Ammonia with CDP Complex

4 SIMPLE STEPS TO HAIR COLOR WITH TONES

- Determine natural level and/or existing color including % of grey/white hair
- Analyze texture and porosity
- Identify desired level and tonal direction
- Utilize the Aloxxi Developer and Timing Chart to select color objective, mixing ratio and timing

WHEN TO USE TONES

- Color refresher on mid-lengths and ends for Aloxxi color clients
- Blend grey/white hair with no lift
- Refresh color after a chemical service on the same day
- Add shine to dull hair
- Lowlighting
- Toner on pre-lightened hair
- First time color clients
- Tone on tone enhancement

MIXING

	1:2		OR		1:1	
COLOR		ACTIVATOR		COLOR		ACTIVATOR
15g		30g		30g		30g
30g		60g		60g		60g
.....	
½ oz		1 oz		1 oz		1 oz
1 oz		2 oz		2 oz		2 oz

DEVELOPER + TIMING CHART

COLOR OBJECTIVE	MIXING RATIO	DEVELOPMENT TIME* (ROOM TEMP.)	DEVELOPMENT TIME* (W/HEAT)
BASIC COLOR BLENDS UP TO 50% GREY/WHITE HAIR	1:2	20 – 25 MINUTES	10 – 15 MINUTES
COLOR REFRESHER	1:2	10 – 15 MINUTES	5 – 10 MINUTES
TONER AND CHEMICALLY PROCESSED HAIR	1:2	10 – 15 MINUTES	NOT RECOMMENDED
INTENSE TONAL DIRECTION	1:1	20 – 25 MINUTES	10 – 15 MINUTES
BLENDS OVER 50% GREY/WHITE HAIR	1:1	30 – 40 MINUTES	15 – 20 MINUTES

• Fine hair is more receptive to hair color, therefore less development time is needed.

PRE-TREATMENT

Apply ColourPrime Pre-Treatment to the hair prior to all color applications to optimize color retention.

H₂O₂ CREME ACTIVATOR

H₂O₂ Creme Activator 7 Volume (2%) is designed to be used with TONES to maintain a stabilized viscosity ensuring proper tonal direction and depth.

APPLICATION

GOING DARKER AND TONE ON TONE: Apply color to the base area and then immediately apply color to the mid-lengths and ends. Develop according to the Aloxxi developer selected.

COLOR REFRESHING

Apply TONES to the new growth area (base). Develop according to timing directions. Work through the mid-lengths and ends the last five minutes.

GREY/WHITE HAIR

Less than 50% grey/white hair: mix 1 part N, NT or NA to 3 parts desired shade. More than 50% grey/white: mix 1 part N series to 1 part desired shade.

REMOVAL & POST TREATMENT

Upon completion of development time, emulsify and rinse hair thoroughly with tepid water. Apply ColourLock Post-Color Finisher to cleanse and condition the hair, close the cuticle and neutralize the residual developer. Leave on for 2 minutes and then rinse. Follow with your choice of Aloxxi products.

TONES GEMS CONCENTRATES

GEMS are a collection of color concentrates that are used to customize color formulas for each individual client. If utilizing a small addition of GEMS, no additional developer is needed (30g color and 5g GEMS to 30g developer). If the amount of GEMS is increased in the formula, then additional developer is needed (30g color and 10g GEMS to 40g of developer).

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 color results in lowlighting on porous hair.

TONES CLEAR

Mix CLEAR with Activator to create shine and condition. CLEAR may also be added to a TONES formula to dilute tonal direction.

- COOL TONES:**
- B** BLUE
 - V** VIOLET
- WARM TONES:**
- R** RED
 - G** GOLD
 - K** COPPER

LIGHTENERS BLUE, WHITE, FREEHAND & ULTRA

WHEN TO USE

- To decolorize natural or artificial color
- On or off-scalp applications
- Pre-lighten hair prior to toning



LEVELS OF LIFT

UP TO 7 LEVELS: White, Blue, Freehand UP TO 9 LEVELS: Ultra

ALOXI H₂O₂ CREME DEVELOPER

WHITE / BLUE	FREEHAND	ULTRA
ON-SCALP	ON-SCALP	ON-SCALP
7, 10, or 20 Volume	10 or 20 Volume	20 Volume
OFF-SCALP	OFF-SCALP	OFF-SCALP
7, 10, 20, 30 or 40 Volume	10, 20, 30 or 40 Volume	20 or 30 Volume

MIXING + DEVELOPMENT TIME

WHITE / BLUE	FREEHAND	ULTRA
ON-SCALP	ON-SCALP	ON-SCALP
1:2 to 1:3	1:1	1:2
OFF-SCALP	OFF-SCALP	OFF-SCALP
1:1 to 1:3	1:1	1:1.5 to 1:2.5
DEVELOPMENT TIME	DEVELOPMENT TIME	DEVELOPMENT TIME
Up to 50 minutes	Up to 50 minutes	Up to 55 minutes

QUICK LIFT LIGHTENER: For usage information, please refer to the Salon Technical Guide.

PRE-TREATMENT

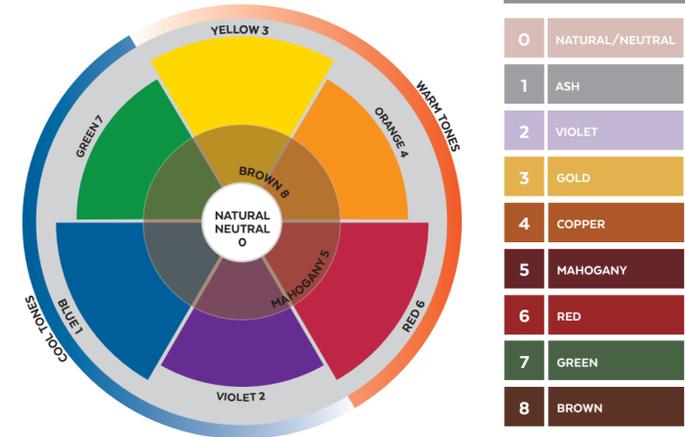
Apply ColourPrime Pre-Color Treatment to hair prior to applications to optimize color retention.

REMOVAL & POST TREATMENT

Rinse hair thoroughly with tepid water. Apply ColourLock Post-Color Finisher to cleanse and condition hair, close the cuticle and neutralize the residual H₂O₂. Leave on for 2 minutes. Rinse.

COLOR WHEEL

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



LEVEL + TONAL DIRECTION

7	N	T	7.0	3
LEVEL	PRIMARY TONE	SECONDARY TONE	LEVEL	PRIMARY TONE
			LEVEL	PRIMARY TONE

NEUTRAL LEVEL + EXPOSED CONTRIBUTING PIGMENT GUIDE

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

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