

NATURAL HAIRCARE

PREVIA'

ITALIA

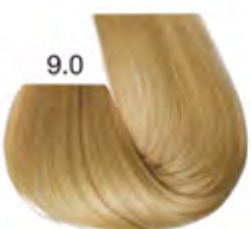
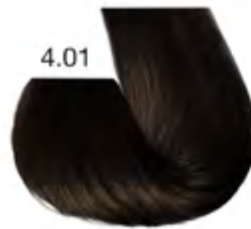
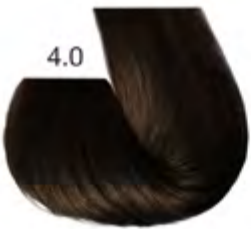
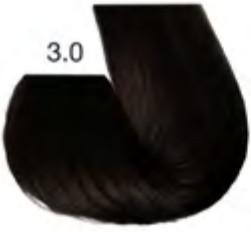
JOJOBA OIL | ORGANIC GREEN TEA LEAVES | PERMANENT HAIR COLOUR

NATURAL

INTENSE NATURALS

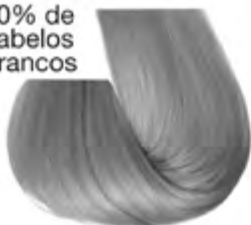
NATURAL
ASH

NATURAL
PEARL



REGRAS DE COBERTURA DOS CABELOS BRANCOS

50% de
cabelos
brancos



Acima de 50% de cabelos brancos:

- Baixar um tom da cor escolhida.
- Misturar metade da nuance escolhida com metade da natural escolhida (natural intensa, natural ash ou natural pearl), ambas, com um tom mais escuro.
- Na presença de cabelos refratários e grossos, trabalhar com colorimetria avançada e utilizar oxidantes de 30vol. ou 40vol.

ASH

SILVER

GOLD VIOLET /
BEIGE

COPPER PEARL /
CHOCOLATE

7.81



6.32



4.48



5.1



9.81



8.32



5.48



6.1



11.81



10.32



6.48



7.1



7.48



8.1



COPPER ASH /
TOBACCO

9.1



5.41



GOLD ASH /
SAND

10.1



7.31



6.41



PEARL VIOLET /
COLD BROWN

11.1



9.31



7.41



6.82



8.41



GOLD

COPPER

VIOLET

CORRECTOR



STRONG HIGH LIFT

TONER



RED



GOLD COPPER / COPPER GOLD



BOOSTER



NATURAL

ASH

RED

TONERS



COPPER PEARL /
CHOCOLATE

VIOLET



GOLD

COPPER

SHINE
BOOSTER



FIRST

FOR VIRGIN HAIR ONLY

ORGANIC ALTHAEA SEMI PERMANENT CONDITIONING HAIR COLOUR
DELICATE FORMULA | AMMONIA FREE | RESORCINOL FREE | PPD FREE

COLOUR EXPERIENCE



BASIC SHAMPOO



FIRST COLOUR
ACTIVATOR

7/15 vol*

1:2

** 30 min

DILUTION

APPLICAZIONE SU CAPELLO BAGNATO
RADICE, LUNGHEZZE, PUNTE

APPLY ON WET HAIR.
ROOTS - LENGTHS - ENDS

APLICAR NOS CABELOS MOLHADOS.
RAIZ - COMPRIMENTO - PONTA

COLOUR REFRESH EXPERIENCE



BASIC SHAMPOO



FIRST COLOUR
ACTIVATOR

7 vol

1:2

20 min

DILUTION

APPLICAZIONE SU CAPELLO BAGNATO
RADICE, LUNGHEZZE, PUNTE

APPLY ON WET HAIR
ROOTS - LENGTHS - ENDS

APLICAR NOS CABELOS MOLHADOS.
RAIZ - COMPRIMENTO - PONTA

SHINE COLOUR EXPERIENCE



BASIC SHAMPOO



SHINE BOOSTER
ACTIVATOR

7 vol

1:2

15 min

DILUTION

APPLICAZIONE SU CAPELLO BAGNATO
RADICE, LUNGHEZZE, PUNTE

APPLY ON WET HAIR
ROOTS - LENGTHS - ENDS

APLICAR NOS CABELOS MOLHADOS.
RAIZ - COMPRIMENTO - PONTA

MÉCHES TONING EXPERIENCE



TONER
ACTIVATOR

7 vol

1:3

***5- 20 min

DILUTION

APPLICAZIONE SU CAPELLO BAGNATO
RADICE, LUNGHEZZE, PUNTE

APPLY ON WET HAIR
ROOTS - LENGTHS - ENDS

APLICAR NOS CABELOS MOLHADOS.
RAIZ - COMPRIMENTO - PONTA



FIRST

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SEMI PERMANENT
CONDITIONING HAIR COLOUR
DELICATE FORMULA
AMMONIA FREE
RESORCINOL FREE
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FOR VIRGIN HAIR ONLY

NATURAL HAIRCARE
PREVIA®
ITALIA



MADE WITH LOVE IN ITALY
www.previa.it

FOR ALL NUANCES

	+		10vol	1:1,5	* 35 min	TONO SU TONORIFLESSATURA SCURITURAMASCHERATURA		
COLOUR		PEROXIDE		DILUTION	PROCESSING TIME	TO NEAR TONE REFLEXES DARKENING CONCEALING		
			20vol	1:1,5	* 40 min	SCHIARIRE 1 TONO TO LIFT 1 TONE PARA CLAREAR 1 TOM		
				DILUTION	PROCESSING TIME			
			30vol	1:1,5	* 45 min	SCHIARIRE 2 TONI TO LIFT 2 TONES PARA CLAREAR 2 TONS		
				DILUTION	PROCESSING TIME			
			40vol	1:1,5	* 50 min	SCHIARIRE 3 TONI TO LIFT 3 TONES PARA CLAREAR 3 TONS		
				DILUTION	PROCESSING TIME			
	+		+		40vol	1:1,5	* 60 min	SCHIARIRE 4 TONI TO LIFT 4 TONES PARA CLAREAR 4 TONS
COLOUR		BOOSTER 50%		PEROXIDE		DILUTION	PROCESSING TIME	

FOR STRONG HIGH LIFT

	+		40vol	1:3	*55-60min	SCHIARIRE 4 TONI TO LIFT 4 TONES PARA CLAREAR 4 TONS		
HIGH LIFT		PEROXIDE		DILUTION	PROCESSING TIME			
	+		+		40vol	1:3	*55-60min	SCHIARIRE 5 TONI TO LIFT 5 TONES PARA CLAREAR 5 TONS
HIGH LIFT		BOOSTER 50%		PEROXIDE		DILUTION	PROCESSING TIME	

- * + 5MIN PER CAPELLI BIANCHI E/O RIFLESSI ROSSI
- * + 5MIN FOR GREY HAIR AND/OR RED HIGHLIGHTS
- * + 5MIN PARA CABELOS BRANCOS E/OU REFLEXOS VERMELHOS

