





Aloxxi®

SALON TECHNICAL GUIDE

PROFESSIONAL TRAINING MANUAL

BRAND	CATEGORY	MIXING	APPLICATION
CHROMA® 	PERMANENT CREME COLOUR	1 : 1.5	• ON-SCALP • OFF-SCALP
ANDIAMO® 	EXPRESS PERMANENT COLOUR	1 : 1	• ON-SCALP • OFF-SCALP
TONES® 	DEMI-PERMANENT COLOUR	1 : 1 -OR- 1 : 2	• ON-SCALP • OFF-SCALP
DIMENSIONS® 	HIGHLIGHTING COLOUR	1 : 1	• OFF-SCALP
ULTRA HOT® 	INTENSE SEMI-PERMANENT COLOUR	NONE	• ON-SCALP • OFF-SCALP
INSTABOOST™ 	SEMI-PERMANENT COLOUR	NONE	• ALL OVER
BLUE LIGHTENER 	POWDER LIGHTENER <i>UP TO 7 LEVELS OF LIFT</i>	1 : 1 -to- 1 : 3	• ON-SCALP • OFF-SCALP
WHITE LIGHTENER 	POWDER LIGHTENER <i>UP TO 7 LEVELS OF LIFT</i>	1 : 1 -to- 1 : 3	• ON-SCALP • OFF-SCALP
FREEHAND LIGHTENER 	CLAY-BASED POWDER LIGHTENER <i>UP TO 7 LEVELS OF LIFT</i>	1 : 1	• ON-SCALP • OFF-SCALP
ULTRA LIGHTENER 	POWDER LIGHTENER <i>UP TO 9 LEVELS OF LIFT</i>	1 : 1.5 -to- 1 : 2.5	• ON-SCALP • OFF-SCALP
QUICK LIFT LIGHTENER 	QUICK LIFT LIGHTENER <i>UP TO 5 LEVELS OF LIFT</i>	• 30g DEVELOPER • 15g LIFTING CREAM • 1 Packette BOOSTING POWDER	• OFF-SCALP

EXPERT CARE FOR COLORFUL HAIR

We are an indie brand made up of passionate hair enthusiasts united in sharing our knowledge and love of hair. Formulated by stylists for anyone who demands expert care for their hair, we deliver exceptional products that are proven to make hair healthier, shinier and more colorful.

WELCOME TO YOUR ALOXXI EXPERIENCE.

CONTENTS

COLOR THEORY	2
COLOR WHEEL	2
COLOR TONAL SERIES	3
LEVEL AND TONAL DIRECTION	4
FORMULATION & APPLICATION	5
FORMULATION WORKSHEET	6
PROFESSIONAL	7
CHROMA® PERMANENT CREME COLOUR	8
ANDIAMO™ EXPRESS PERMANENT COLOUR	13
TONES® DEMI-PERMANENT COLOUR	15
DIMENSIONS® HIGHLIGHTING COLOUR	17
ULTRA HOT® INTENSE SEMI-PERMANENT COLOUR	19
INSTABOOST™ CONDITIONING COLOR MASQUE	20
LIGHTENERS	21
RRx TREATMENT™ 2-STEP PROFESSIONAL TREATMENT	22
RETAIL	24
COLLECTIONS	25
STYLE PRODUCTS	28

FORMULATION WORKSHEET



FORMULATION WORK SHEET

NAME:

NATURAL LEVEL:

GREY/WHITE %:

TEXTURE:

FINE AVERAGE COARSE

POROSITY:

NORMAL RESISTANT POROUS

DESIRED COLOR PERSONALITY:

FORMULA:

APPLICATION TYPE:

DEVELOPMENT TIME:

CHROMA® PERMANENT CREME COLOUR	8
ANDIAMO™ EXPRESS PERMANENT COLOUR	13
TONES® DEMI-PERMANENT COLOUR	15
DIMENSIONS® HIGHLIGHTING COLOUR	17
ULTRA HOT® INTENSE SEMI-PERMANENT COLOUR	19
INSTABOOST™ CONDITIONING COLOR MASQUE	20
LIGHTENERS	21
RRx TREATMENT™ 2-STEP PROFESSIONAL TREATMENT	22

PROFESSIONAL

COLOR & PRODUCT GUIDE

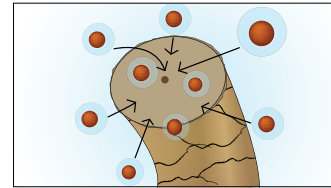
CHROMA® PERMANENT CREME COLOUR



Aloxxi CHROMA® is formulated with CDP Complex® to *Condition*, *Deposit* color, and *Protect* the hair to provide multi-dimensional color.

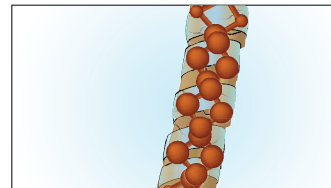


HOW IT WORKS:



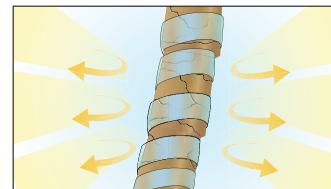
CONDITIONS

Emollients derived from Coconut Oil combined with highly charged co-polymers including p22 create a cocoon of conditioners which encapsulate the color pigments.



DEPOSITS

High-definition Crystallized Micro-Pigments ensure 100% color saturation. Crystallized Micro-Pigments easily penetrate inside the cortex. Once inside the cortex, the Crystallized Micro-Pigments begin to aggregate, forming larger, more concentrated molecules.



PROTECTS

Plant based protectant Bisabolol (derived from Candeia) combined with a low ammonia formula protect the hair and scalp during the color process.

COMPANION PRODUCTS



H₂O₂ CREME DEVELOPERS:

H₂O₂ Creme Developers and H₂O₂ Blue Creme Developers are formulated to deliver consistent deposit and lift. The rich, creamy formula allows for easy application without dripping and is gentle to the scalp for client comfort.

CUSTOMIZE YOUR COLOR



PLATINUM SERIES

- The PLATINUM Series is formulated to achieve the ultimate in high lift blondes without creating excessive warmth.
- The botanical base provides protection to the hair as well as adds shine.
- High concentration of pigments provide for a 1 : 2 mixing ratio. (1 part color to 2 parts developer)
- Virgin application and new growth applications ONLY.
- Start color application in the darkest area and apply generously utilizing small sections.
- The PLATINUM Series may be mixed with BOOST to create up to 1 additional level of lift. For maximum lift utilize 15g BOOST + 15g PLATINUM series mix with 60g 40 Volume (12%) Developer.
- Develop at room temperature for up to 50 minutes for maximum lift and tonal control.
- Utilize TONES to refresh mid-lengths and ends.



BOOST

MIXED WITH CHROMA

- Provides up to 1 additional level of lift.
- May be used on resistant grey/white hair for better color penetration (see page 11).
- BOOST is part of the formula therefore additional developer is needed.
- May mix up to equal parts of BOOST with CHROMA prior to adding H₂O₂ Creme Developer.

USAGE AS A LIGHTENING CREME

- Virgin Hair: Mix BOOST 1 : 1.5 with 20 Volume (6%) Developer, 30 Volume (9%) Developer or 40 Volume (12%) Developer to achieve 1 - 3 levels of lift on virgin hair.
- Previously Colored Hair: Mix BOOST 1 : 1.5 with 40 Volume (12%) Developer to achieve 1 - 1½ levels of lift on previously colored hair level 6 and above. Achieve a ½ - 1 level of lift when applied to previously colored hair level 5 and below

MIXED WITH DIMENSIONS

- See page 18



CHROMA GEMS CONCENTRATES

GEMS

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 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).

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. Warm GEMS can be used for fillers during color corrective services (see page 12).

MIXING RATIO:



IMPORTANT:
BOOST IS NOT RECOMMENDED TO BE MIXED WITH LIGHTENERS

COOL TONES:

- B** BLUE
- V** VIOLET

WARM TONES:

- R** RED
- G** GOLD
- K** COPPER

NOTES

DEVELOPER & TIMING CHART

COLOR OBJECTIVE	DEVELOPER	DEVELOPMENT TIME*
GREY/WHITE COVERAGE - TONE ON TONE	10 VOLUME (3%)	25 - 35 MINUTES
GREY/WHITE COVERAGE - 1 LEVEL OF LIFT	20 VOLUME (6%)	30 - 45 MINUTES
GREY/WHITE COVERAGE - 2 LEVELS OF LIFT	30 VOLUME (9%)	40 - 45 MINUTES
GREY/WHITE COVERAGE - 3 LEVELS OF LIFT (up to 4 levels with PLATINUM series)	40 VOLUME (12%)	40 - 50 MINUTES

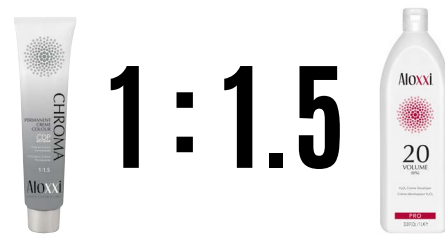
*Fine hair is more receptive to hair color, therefore less development time is needed.

TIP:

- The Blue Developers will assist Aloxxi color in controlling the underlying warmth when lifting.
- Aloxxi Blue Creme Developer is available in 20 Volume (6%) and 40 Volume (12%).

MIXING

LEVELS 1 - 10



1:1.5

COLOR

30g
60g
.....
1 oz
2 oz

DEVELOPER

45g
90g
.....
1½ oz
3 oz

PLATINUM HIGH LIFT COLOR



1:2

COLOR

15g
30g
.....
½ oz
1 oz

DEVELOPER

30g
60g
.....
1 oz
2 oz

COLOR REFRESHING



USING TONES:

- To refresh the mid-lengths and ends, select a complimentary TONES shade and apply.
- Develop until color is uniform from base to ends.



USING CHROMA:

- Mist hair with ColourPrime Pre-Colour Treatment.
- Mix 1 part CHROMA to 2 parts 10 Volume (3%).
- Apply and develop for 10 - 20 minutes or until color is uniform from base to ends.

(For Application Techniques see page 5.)

OPTIONS FOR COVERING GREY/WHITE HAIR

- Natural end results are achieved when N, NN, NT, NA or the NAMt series are selected for grey/white hair.
- All other series need to be mixed with the N, NN, NT, NA or NAMt series.

SAMPLE SWATCH:



UP TO 50% GREY/WHITE

For up to 50% grey/white, the percentage of grey/white is equal to the percentage of N, NN, NT, NA, or NAMt mixed with desired shade.

EXAMPLE:

STARTING LEVELS:

Natural Level: 5
Grey/White %: 25%
Desired Color Personality:
Sicilian Siren

FORMULA:

15g of 6GR with 5g of 6NT
Developer:
30g of 20 Volume (6%)

OVER 50% GREY/WHITE

For over 50% grey/white, mix equal parts N, NN, NT, NA, or NAMt with desired shade.

EXAMPLE:

STARTING LEVELS:

Natural Level: 5
Grey/White %: 70%
Desired Color Personality:
Sicilian Siren

FORMULA:

15g of 6NT with 15g of 6GR
Developer:
45 g of 20 Volume (6%)

TIPS:

- When selecting a warm tonal end result, utilize the NT series to ensure grey/white coverage. When selecting a neutral or cool end result, utilize the N, NN, NA or NAMt series.
- Increase development time to 45 minutes at room temperature.
- Apply generously and begin application in the area of greatest grey/white concentration.
- Color refresh ends with TONES or CHROMA omitting the N, NN, NT, NA or NAMt series in the refreshing formula.

NOTES



TONES GEMS CONCENTRATES

GEMS

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.

COOL TONES:

- B** BLUE
- V** VIOLET

WARM TONES:

- R** RED
- G** GOLD
- K** COPPER

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.

MIXING



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.

(For Application Techniques see page 5.)

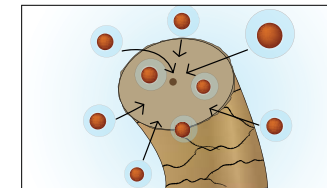
DIMENSIONS® HIGHLIGHTING COLOUR 1 STEP LIFT & DEPOSIT



FORMULATED WITH CDP COMPLEX

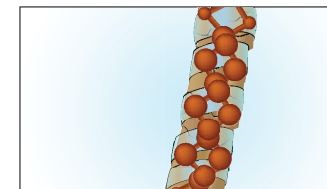


HOW IT WORKS:



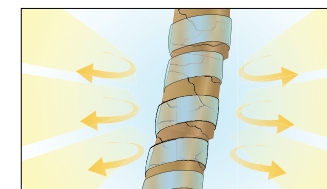
CONDITIONS

COCONUT OIL & ILLIPE BUTTER: Provides nourishment, shine & manageability.



DEPOSITS

CRYSTALLIZED MICRO-PIGMENTS: Penetrate the hair shaft to deposit superior color.



PROTECTS

SUNFLOWER SEED EXTRACT: Helps protect hair color from damaging UV rays.

MIXING

LEVELS 3 - 7

LEVEL 8



WHEN TO USE DIMENSIONS:

- Highlight in 1-step on natural or color treated hair
- Create natural or vibrant fashion shades
- Creative off-scalp applications

NOTES

SHADE SELECTION CHART

NATURAL LEVEL	NATURAL .0	GOLD ASH .31	VIOLET RED .26
LEVEL 8	30 VOLUME (9%) CREME DEVELOPER		
LEVEL 7	40 VOLUME (12%) CREME DEVELOPER		
LEVEL 6	40 VOLUME (12%) CREME DEVELOPER*		
LEVEL 5	40 VOLUME (12%) CREME DEVELOPER*		
LEVEL 4			40 VOLUME (12%) CREME DEVELOPER*
LEVEL 3			40 VOLUME (12%) CREME DEVELOPER*

NOTE: A strand test is recommended on previously colored hair.

* 30 Volume (9%) Creme Developer may be used on fine hair. A strand test is recommended.

APPLICATION

Please reference shade selection chart.

OFF-SCALP APPLICATION ONLY.

DEVELOPMENT TIME

30 – 45 MINUTES.

Fine hair is more receptive to hair color, therefore less development time may be required.

COLOR REFRESHING

TONES Demi-Permanent Colour is recommended to refresh previously colored mid-lengths and ends.



TIPS:

- DIMENSIONS may be mixed with BOOST for additional lift. Mix 1 part DIMENSIONS to 1 part BOOST to equal amounts of 40 Volume (12%).
- DIMENSIONS shades can be mixed together to achieve custom colors.
- Color results may be less intense on natural or previously colored dark hair.
- On previously colored hair, a strand test is recommended prior to application.
- Heat optional. Use heat when maximum lightening results are needed, strand test recommended.

ULTRA HOT® INTENSE SEMI-PERMANENT FASHION COLOUR



Ignite color with this vibrant palette of shades that delivers incredible shine. All colors are formulated with ADVANCED DIRECT DYE TECHNOLOGY for more even color results that fade on tone. They can be intermixed for easy customization.

ADVANCED DIRECT DYE TECHNOLOGY:

This technology contains positively charged cationic dyes that create a magnetic attraction to negatively charged hair for longer-lasting color results that fade on tone. The light, creamy consistency ensures even color distribution.

WHEN TO USE ULTRA HOT:

- To deliver endless color possibilities with 10 intermixable shades
- Create pastel shades
- As a shine intensifier on natural or color treated hair

APPLICATION & TIMING CHART

COLOR OBJECTIVE	DEVELOPER	DEVELOPMENT TIME
FOR INTENSE FASHIONABLE COLOR	PRE-LIGHTEN HAIR TO PALE YELLOW prior to applying the desired ULTRA HOT shade. Apply the ULTRA HOT shade directly onto damp hair	10 – 20 minutes depending on the intensity of the desired color result.
PASTEL COLORS	PRE-LIGHTEN HAIR TO PALE YELLOW prior to applying the desired ULTRA HOT shade. Mix the desired ULTRA HOT color with ULTRA HOT Clear. Apply the ULTRA HOT mix directly onto damp hair.	10 – 20 minutes. Check color results frequently until desired intensity is achieved.
SHINE INTENSIFIER ON NATURAL OR COLOR TREATED HAIR	Apply ULTRA HOT directly onto damp hair.	10 – 40 minutes. Check color results every 10 minutes until desired shine is achieved.

- TIPS:**
- Control the intensity of each shade by using ULTRA HOT Clear as a mixer.
 - Add a smokey effect to any shade by using ULTRA HOT Black as a mixer.
 - Rinse with cool water.

IMPORTANT:
NO SEPARATE DEVELOPER REQUIRED

INSTABOOST™ CONDITIONING COLOUR MASQUE



Instantly refresh fashion color, or tone natural or previously colored hair. Extra pigmented formulas add intense color to pre-lightened platinum to medium blonde hair, or give a hint of color to dark blonde to light brown hair while nourishing strands.

KEY BENEFITS:

- Features CDP Complex
- Cumulative results make color more intense with each use.
- Lasts up to 10–15 washes*
- 10 FREE formula contains no: SULFATES, PARABENS, GLUTEN, SODIUM CHLORIDE, ETHANOLAMINES, PHTHLATES, TALC, MICROBEADS, ALUMINUM COMPOUNDS, FORMALDEHYDE



* Depending on the porosity of the hair and the shade selected.

CUMULATIVE RESULTS GRID On pre-lightened hair

SILVER FOX			GOOD AS ROSE GOLD			COPPER CABANA		
FIREBALL RED			PINK, PLEASE			AQUAMARINE DREAM		
PURPLE REIGN			TRUE BLUE			HAZEL-NUTS FOR YOU		
						<ul style="list-style-type: none"> • Delivers high shine • Conditions without altering color 		
GOLDEN HEIRESS			STRICTLY PLATINUM			GLOSS BOSS (CLEAR)		

HOW TO USE INSTABOOST:

- 1) Use gloves to avoid staining hands.
- 2) Apply a generous amount to damp hair.
- 3) If applying to specific strands, work through the area with fingers.
- 4) If applying to a full head of hair, comb through from base to ends for even distribution.
- 5) Leave on for 3 – 5 minutes then rinse thoroughly.
- 6) Use more frequently for more intense results.
- 7) When used on brown hair, multiple applications may be needed to achieve desired results.

TIP:

Shades can be intermixed with Gloss Boss to soften intensity.

LIGHTENERS POWDER AND QUICK LIFT

POWDER LIGHTENERS



LIGHTENERS are formulated with Silk Proteins to protect the hair's integrity and Olive Oil for improved combability and moisture retention. De-dusted for optimum control and gentle lift, each formula mixes to a creamy consistency for easy, precise application.

WHEN TO USE POWDER LIGHTENERS:

- To decolorize natural or artificial color
- BLUE LIGHTENER: to control unwanted warm tones while lifting
- WHITE LIGHTENER: to create natural tones
- FREEHAND LIGHTENER: for controlled results without the use of foils
- Pre-lighten hair prior to application of ULTRA HOT

TIPS:

- Utilize Blue Creme Developers to control underlying warmth while lifting.
- To increase lightening results with FREEHAND LIGHTENER: mix 1 part ULTRA LIGHTENER to 3 parts FREEHAND LIGHTENER with equal parts developer.
- Development is VISUAL with a maximum time of 50 – 55 minutes.
- Check frequently to ensure that over lightening does not occur.
- **Heat is not recommended.**

POWDER LIGHTENER DEVELOPER & TIMING CHART

LIGHTENER	BLUE/WHITE	FREEHAND	ULTRA
LEVELS OF LIFT	UP TO 7 LEVELS	UP TO 7 LEVELS	UP TO 9 LEVELS
ALOXXI H ₂ O ₂ CREME DEVELOPER	ON-SCALP: 7, 10, or 20 Vol. OFF-SCALP: 7, 10, 20, 30, or 40 Vol.	ON-SCALP: 10, or 20 Vol. OFF-SCALP: 10, 20, 30, or 40 Vol.	ON-SCALP: 20 Vol. OFF-SCALP: 20 or 30 Vol.
MIXING	ON-SCALP: 1:2 to 1:3 OFF-SCALP: 1:1 to 1:3	ON-SCALP: 1:1 OFF-SCALP: 1:1	ON-SCALP: 1:2 OFF-SCALP: 1:1.5 to 1:2.5
DEVELOPMENT TIME	UP TO 50 MINUTES	UP TO 50 MINUTES	UP TO 55 MINUTES

QUICK LIFT LIGHTENER



WHEN TO USE QUICK LIFT LIGHTENER:

- To lift up to 5 levels in 15 minutes
- Off-scalp application techniques

QUICK LIFT LIGHTENER CHART

DEVELOPER	40 VOLUME (12%)
MIXING	Mix 1 packette (24g) Boosting Powder with ¼ tube (15g) Ammonia-Free Lifting Cream and 30g 40 Volume (12%). Blend until smooth and creamy. Apply immediately after mixing to unwashed hair. Apply in small sections. DO NOT APPLY TO SCALP.
DEVELOPMENT TIME	• 15 minutes with low heat • Up to 35 minutes without heat

RRx TREATMENT[®] PROFESSIONAL 2-STEP TREATMENT



Rebuild, repair & 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.*

STEP 1: REPARATIVE SERUM

- Restores hair strength
- Protects against future damage & breakage

STEP 2: REPLENISHING CREAM

- Revitalizes elasticity
- Nourishes dry, brittle, damaged hair
- Smooths hair surface

* vs damaged, untreated hair

HOW IT WORKS:

KEY INGREDIENTS	BENEFITS
ADVANCED RECOVERY TECHNOLOGY™	Strengthens and renews weak, depleted, color treated hair
PATENTED CONDITIONING AGENT	Restores healthy hair dynamics to damaged hair by reducing inter-fiber friction and enhancing fiber alignment for unrestricted, fluid hair movement that is typical of healthy hair
PEA PEPTIDE & GOTU KOLA EXTRACT	Vegetable proteins, rich in amino acids, dramatically restores strength and hydration to damaged hair
AMINO ACIDS & LIPIDS	Drastically improves hair strength while conditioning, softening and restoring depleted proteins
CAMELLIA & ARGAN SEED OILS	Smooths and adds shine

FOR INTENSIVE REPARATIVE TREATMENT: 15 – 25 MINUTES

1. Mix 15mL of Reparative Serum with 45mL water in an applicator bottle (mixing ratio is 1 part Reparative Serum to 3 parts water).
2. Apply to hair and saturate thoroughly. Comb through for even distribution.
3. Process without heat for 5 minutes, then towel dry hair. Do not rinse.
4. Generously apply Replenishing Cream directly over Reparative Serum and leave on for 10 - 20 minutes. Heat may be used for maximum results depending on the level of damage and hair type.
5. After processing is complete, rinse well, then proceed with the next service.

FOR EXPRESS REPARATIVE TREATMENT: 15 – 20 MINUTES (DEPENDING ON LEVEL OF DAMAGE)

1. Mix Reparative Serum and Replenishing Cream together in a bowl according to level of damage, using the reference chart below.
2. Apply mixture to shampooed & towel dried hair saturating thoroughly. Comb through for even distribution.
3. Process according to the reference chart below.
4. After processing is complete, rinse well, then proceed with the next service.

DAMAGE	REPARATIVE SERUM	REPLENISHING CREAM	PROCESSING TIME
SLIGHT DAMAGE	5mL	30mL	5 – 10 MINUTES
MODERATE DAMAGE	10mL	30mL	10 – 15 MINUTES
SEVERE DAMAGE	15mL	30mL	20 MINUTES

ADDITIONAL USES:

USE AS AN ADDITIVE TO LIGHTENER:

1. Mix LIGHTENER and developer according to regular instructions/use.
2. Add Reparative Serum to your pre-mixed LIGHTENER according to the mixing ratio in the chart below and mix thoroughly.
3. Allow LIGHTENER to develop, then rinse well.
4. Towel dry hair.
5. Apply Replenishing Cream generously and comb through for even distribution.
6. Leave on hair for 10 - 20 minutes. Heat may be used for maximum results.
7. After processing is complete, rinse well, then proceed with the next service.

LIGHTENER	DEVELOPER	REPARATIVE SERUM	DESIRED RESULT	DEVELOPER ADJUSTMENT	APPLICATION
30g	30 – 60g	5g	10 VOLUME	20 VOLUME	ON & OFF-SCALP
30g	30 – 60g	5g	20 VOLUME	30 VOLUME	OFF SCALP ONLY
30g	30 – 60g	5g	30 VOLUME	40 VOLUME*	OFF SCALP ONLY

*IMPORTANT: DO NOT MIX ALOXXI ULTRA LIGHTENER WITH 40 VOLUME DEVELOPER

TIPS:

- The addition of Reparative Serum may increase development time. To avoid this, you may increase your level of developer according to the chart below.
- The development time may be increased to achieve the desired results.
- Please do not exceed 20 Volume for on-scalp application.

USE WITH PERMS:

1. After the perm has been neutralized, rinse well, blot excess moisture and leave the hair on rods.
2. Mix 15mL Reparative Serum with 90mL of water in an applicator bottle.
3. Saturate the hair on rods and leave on for 10 – 15 minutes.
4. Rinse, remove rod, lightly shampoo and condition with an Aloxxi conditioner selected for specific hair types.

USE WITH RELAXERS:

1. After the neutralizer or neutralizing shampoo has been rinsed from the hair, towel blot excess moisture.
2. Mix 15mL of Reparative Serum with 90mL of water in an applicator bottle.
3. Saturate the hair thoroughly and leave on for 5 minutes.
4. Rinse, shampoo and condition with Replenishing Cream for 5 - 10 minutes.

RETAIL COLLECTIONS	25
STYLE PRODUCTS	28

RETAIL

CARE & STYLE

WE BELIEVE WHAT WE PUT IN OUR PRODUCTS IS JUST AS IMPORTANT AS WHAT WE LEAVE OUT.

Our products combine years of targeted scientific research with cutting-edge technology.

All for the love of color.

10 FREE

All of our retail products are free of:

- | | | |
|---------------------|--------------------|---|
| NO: SULFATES | PHTHALATES |  |
| PARABENS | TALC | |
| GLUTEN | MICROBEADS | |
| SODIUM CHLORIDE | ALUMINUM COMPOUNDS | |
| ETHANOLAMINES | FORMALDEHYDE | |

COLOURCARE COMPLEX®

Each 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.

INCLUDING:



RETAIL COLLECTIONS

Maintain vibrant color and address specific hair concerns with Aloxxi's family of products.

BOMBSHELL



BOMBSHELL SHAMPOO & CONDITIONER

Get killer body in an instant while banishing lackluster strands! This shampoo and conditioner duo features Sugar Starch to speed up drying time, Quartz Dust to provide texture and shine, and Bombshell Boost, consisting of White Nettle and Ginseng Extracts to fortify and restore volume for full bodied style.

BOMBSHELL VOLUMIZING GRIP STYLER: HOLD FACTOR 3

Experience the ultimate blowout and achieve effortlessly chic volume with this show-stopping spray. This styler offers smooth fullness, body, texture and shine while providing hair with a flexible, medium hold. Essential for use with hot tools, it shields hair from heat stylers up to 450°F and protects hair color from fading by helping to block damaging UV rays.

BOMBSHELL SHINE MIST

Steal the spotlight in an instant with this weightless, superfine mist. This finisher is formulated with Quartz Dust to provide a high-shine and lightweight Coconut Oil to smooth frizz and flyaways. The result is touchably soft, silky strands.

HYDRATING



HYDRATING SHAMPOO & CONDITIONER

Enriched with Olive and Avocado Oils, Hydrolyzed Keratin and Silk amino acids, this shampoo and conditioner prevents UV damage, helps repair and strengthen hair and contains a unique blend of 10 anti-aging extracts.

CLARIFYING SHAMPOO

This sulfate-free shampoo gently removes build-up from hard water, styling products, pool elements, oils and environmental pollutants with Aloxxi Detox Blend. Hair is rinsed free of impurities without depleting essential moisture.

VIOLET SHAMPOO

Counteract brassiness and enhance silver tones with this color refreshing shampoo that delivers bright, cool results for those with blonde, grey or white hair. This deeply pigmented purple formula gently cleanses hair while providing hydration and won't compromise blonde tones.

INSTABOOST



CONDITIONING COLOR MASQUE

Instantly refresh fashion color, or tone natural or previously colored hair with this conditioning color masque. Featuring CDP Complex* to Condition, Deposit and Protect color treated hair; this masque adds beautiful color while providing intense nourishment and shine. The extra-pigmented formula adds intense color to pre-lightened platinum to medium blonde hair, or gives a hint of color to dark blonde to light brown hair. Cumulative results make color more intense with each use. InstaBoost can be used as a replacement to conditioner after shampoo, and lasts up to 10 - 15 washes**.

VOLUMIZING SHAMPOO & CONDITIONER

This duo features Apple Stem Cell Technology, a revolutionary formula that protects and strengthens while adding volume without opening the cuticle and exposing delicate color molecules. Hair is left healthier and with more body.

CONDITIONING DETANGLER

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

DRY SHAMPOO

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

VOLUMIZING



* InstaBoost contains CDP Complex in place of ColourCare Complex.

** Depending on the porosity of the hair and shade selected.

REPARATIVE



REPARATIVE SHAMPOO & CONDITIONER

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 TREATMENT MASQUE

Revitalizing damaged, weak and dull hair, this masque features a super blend of multi-weight plant proteins including Pea Peptide & Keratin to fortify strands, add luster and improve manageability for strong, smooth, shiny hair.

SPLIT ENDS MEND

Smooth and strengthen broken, fragile hair and protect against future damage. Infused with Advanced Recovery Technology, a blend of fortifying peptides, amino acids and conditioning agents, this mending serum repairs split ends and provides nourishment to weak, depleted strands while visibly reducing split ends by 88%*.

ESSENTIAL 7 OIL



ESSENTIAL 7 OIL CLEANSING OIL SHAMPOO & TREATMENT CONDITIONER

Strengthen and restore elasticity and shine to lackluster hair with the Essential 7 Botanic Blend, a medley of seven botanic oils that provide intense hydration and tame frizz, resulting in smooth, soft, silky, manageable hair.

ESSENTIAL 7 OIL LEAVE-IN CONDITIONING CREAM

This weightless leave-in conditioning cream detangles while blocking humidity, helping to reduce static & breakage, and controlling frizz 4X longer** for smooth, soft, silky, manageable hair.

ESSENTIAL 7 OIL RESTORATIVE HAIR SERUM

As a conditioning, styling and finishing tool, this versatile serum makes hair 3X smoother and stronger*** while reducing styling time, strengthening the hair, detangling and improving manageability. Hair looks and feels healthy, smooth, silky and conditioned.

ESSENTIAL 7 OIL DRY OIL SHINE MIST

Create a high shine finish and tame 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.

* By binding split ends back together.

** 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.

*** vs. untreated hair, after 1 use.

**** After 1 use. Individual results may vary.

STYLE PRODUCTS

ALOXXI STYLING PRODUCTS ARE DESIGNED TO BE COCKTAILED, LAYERED AND MIXED TOGETHER FOR CUSTOM FORMULAS THAT DELIVER EXACTLY WHAT YOUR HAIR NEEDS.

Created to protect color-treated hair, all Style products also contain ColourCare Complex and are 10 Free.

PREP



ESSENTIAL 7 OIL RESTORATIVE HAIR SERUM

As a conditioning, styling and finishing tool, this versatile serum makes hair 3X smoother and stronger* while reducing styling time, strengthening the hair, detangling and improving manageability. Hair looks and feels healthy, smooth, silky and conditioned.

VOLUMIZING WHIP: HOLD FACTOR 3

Create body, define waves and nourish hair while controlling frizz. This rich conditioning mousse provides soft, silky volume without crunch.

STRONG HOLD MOUSSE: HOLD FACTOR 5

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.

THICKENING SERUM: HOLD FACTOR 2

Formulated with Apple Stem Cell Technology and the most advanced thickening agents available, Thickening Serum strengthens from the base while expanding the volume of the entire hair shaft, leaving hair thicker and stronger.

SPLIT ENDS MEND

Smooth and strengthen broken, fragile hair and protect against future damage. Infused with Advanced Recovery Technology, a blend of fortifying peptides, amino acids and conditioning agents, this mending serum repairs split ends and provides nourishment to weak, depleted strands while visibly reducing split ends by 88%.**

BOMBSHELL VOLUMIZING GRIP STYLER: HOLD FACTOR 3

Experience the ultimate blowout and achieve effortlessly chic volume with this show-stopping spray. This styler offers smooth fullness, body, texture and shine while providing hair with a flexible, medium hold. Essential for use with hot tools, it shields hair from heat stylers up to 450°F and protects hair color from fading by helping to block damaging UV rays.

* vs. untreated hair, after 1 use.

** By binding split ends back together.

DEFINE



MOLDING PASTE: HOLD FACTOR 4

This firm yet workable dry paste shapes and defines hair with a natural finish. A combination cream, paste & wax, it gives hair pliability while separating and holding texture.

GEL WAX: HOLD FACTOR 4

Define style with this strong hold formula that offers the control of a gel with the flexibility of a wax. Provides long-lasting hold and texture with a high gloss finish that doesn't leave hair stiff or crunchy.

STYLING CREAM: HOLD FACTOR 2

This hydrating styling cream nourishes hair, smoothes frizz & fly-aways and imparts shine without weighing hair down. Provides light style control and soft, manageable locks.

LIGHTWEIGHT SCULPTING WAX: HOLD FACTOR 2

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.

FINISH



TEXTURIZING SPRAY: HOLD FACTOR 3

Build texture and definition with this lightweight spray that creates tousled style. Texturizing Spray protects hair color from fading by blocking damaging UV rays.

WORKING HAIRSPRAY: HOLD FACTOR 2

Protect hair from heat styling up to 428°F with this anti-humidity working hairspray that provides long-lasting flexible hold and a light shine while preventing UV damage.

FIRM HOLD HAIRSPRAY: HOLD FACTOR 5

This quick drying ultra-firm hairspray locks in body & volume and provides a humidity resistant all-day hold without flaking.

BOMBSHELL SHINE MIST

Steal the spotlight in an instant with this weightless, superfine mist. This finisher is formulated with Quartz Dust to provide a high-shine and lightweight Coconut Oil to smooth frizz and flyaways. The result is touchably soft, silky strands.

ESSENTIAL 7 OIL DRY OIL SHINE MIST

Create a high shine finish and tame 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.

* After 1 use. Individual results may vary.

ABOUT THE STUDIO

Dedicated to creative learning and artistic growth, the Aloxxi Studio not only serves as a learning facility but also as a place to conduct cutting-edge product testing, host events, capture the talent of our National Education Team through photo and video shoots, and transform into any kind of space we dream of.

To book a studio session online, visit:
aloxxi.tix.com

TECHNICAL SUPPORT

To access professional information, download marketing assets and see our latest promotions, create an account at:

aloxxi.com/professionals

TECHNICAL SUPPORT HOTLINE:

1-877-425-6994

Aloxxi

©2020 Aloxxi International Corporation
13100 Saticoy St.
N. Hollywood, CA 91605 U.S.A.



Item #: LTSTG20