



blossom

THE COLOUR
EXPLOSION

IT&LY
HAIRFASHION
MILANO 1987

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EXPLOSION

7 COLOURS + 1 CLEAR

Creativity with no limits

BLOSSOM is an explosion of colour,
freedom of expression
where fantasy colour becomes reality.

BLOSSOM is the perfect tool that enables you to create an infinite variety of color combinations;
7 colors and 1 clear to add an unmistakable signature to color services: YOURS!

THE RAINBOW PALETTE:



WHAT IS *blossom*?



A vibrant rainbow
of intense bright
shades, that can be
used straight from
the tube, mixed or
diluted to create

Pigment-free **INTENSITY
REGULATOR** based on conditioning
ingredients help improve the penetration
of color and maintain color durability
on the hair. It makes it possible to
personalize the intensity of the colors
and create delicate pastel shades.

DIRECTIONS: when used mixed with
other Blossom shades, it lowers the
intensity leading to a pastel result; when
used alone, it increases the shine and
luminosity of hair. Rinse and style as
desired.

CHARACTERISTICS

- 1 DESIGNED TO BE APPLIED ON BLEACHED OR VERY LIGHT HAIR
- 2 TOTAL FREEDOM AND CREATIVITY:
INTENSE OR PASTEL SHADES, ALL BURSTING WITH SHINE
- 3 SEMI-PERMANENT DIRECT COLOR
- 4 UNUSED COLOUR CAN BE SAVED FOR FUTURE APPLICATION
- 5 EASY AND FAST TO APPLY
- 6 GUARANTEED SHINE AND LUMINOSITY
- 7 BRIGHT AND VIVID HIGHLIGHTS THAT ARE INCREDIBLY LONG-LASTING
- 8 THE PRODUCT HAS NO BLEACHING EFFECT
- 9 IT DOES NOT REQUIRE THE USE OF PEROXIDE
- 10 DOES NOT CONTAIN AMMONIA



SEMI-PERMANENT DIRECT COLOUR based on micro pigments that deposit themselves between the cuticle and the outer layers of the hair fibre

A PALETTE OF 7 SHADES: use them pure for intense bright colour or blend your own unique palette; dilute with CLEAR intensity regulator for mid tones or pastel, perfect for graduated ombre effects DO NOT mix with peroxide.

Applied onto bleached hair, place colour how you wish blend, root stretch or any colour placement you wish. On natural hair (starting from a base 9) it will create a wash of colour. In this case it is recommended to NOT dilute the product with CLEAR.

DURATION: from 3 to 20 shampoos.*

RESULTS: the intensity of the colour can be extremely vibrant or soft and pastel, depending on which shade has been applied, the starting base, how porous the hair is and the quantity of CLEAR used. The colour service leaves the hair extremely luminous and soft.

Colour fades gradually with washing, without acquiring undesired undertones. The result can change according to the type of chosen shade, the starting base, the intensity of the colour and how porous the hair is.

*The colour may last even longer. It depends on the concentration of pigments (if used pure or diluted) and on the condition of the hair.



RESEARCH and DEVELOPMENT

DIRECT MICRO PIGMENTS

ITELY HAIRFASHION laboratories have used micro pigments that can adhere to the outer layers of the hair, deposit themselves between the cuticle and the outer layers of the hair cortex.

These pigments are direct definitives as no oxidizing processes are needed during their application (they do not need to be mixed with oxidizers as traditional dyes do). One must only respect application times.

The delicate formula is enriched with conditioning elements that add extra moisture, shine and silkiness.

PARABEN-FREE
ZERO PHTHALATES
NO ANIMAL TESTING
FREE FROM MEA AND DEA
AMMONIA FREE

F.A.Q.

Is it possible to mix different shades of BLOSSOM?

Yes, definitely. There are no limitations to mixing one or more shades of colour together. The hairstylist enjoys total freedom in imagining bold and original mixes. It is advisable to pay attention to the balance of the different shades to avoid undesirable highlights. It is best to try the mix on a lock of hair before proceeding to all-over application.

How long does the colour last?

Normally from 3 to 20 washes until it gradually disappears. The color can last longer: it depends on the concentration of pigment and the condition of the hair. For example, in the case of very damaged hair, the color may not last. The gradual fading of Blossom makes it possible to return to the original colour and potentially apply a different highlight. BLOSSOM does not contain ammonia or other alkaline substances and can be used more regularly than dyes. How long Blossom color lasts depends on the level of bleaching, how porous the hair is, the hair's health, the length of application, and the frequency of washes. It is important to remember that the quantity of Blossom Clear used also affects how long the result will last. Increasing dilution leads to the final color lasting less time. Frequent washes, chlorine in swimming pools and sea water can wash out or modify the highlights.

Can Blossom Clear be used on its own?

Yes, of course. It is designed to regulate the intensity of other Blossom shades, but using it alone increases the hair's shine and luminosity. It can be used as an illuminating mask.

DIRECTIONS

FOR AN INTENSE COLOR RESULT:

Bleach the hair to level 8. Do a light wash with Chelating Shampoo, pat the hair and dry slightly. Apply the selected Blossom shade directly onto damp hair. Leave for 10-20 minutes depending on the desired intensity of color. Rinse thoroughly before washing with After Color Shampoo and Revivor Pro from the ProColorist Line.

ON LIGHT UNDYED HAIR:

To add highlights to undyed hair, apply the selected Blossom shade directly onto dry hair. Leave for 10-40 minutes depending on the desired intensity of the highlight. Rinse thoroughly before washing with After Color Shampoo and Revivor Pro from the ProColorist Line.

ON LIGHT DYED HAIR:

To intensify highlights on light dyed hair, apply the selected Blossom shade directly onto dry hair. Check the developing color every 10-15 minutes until the desired result is reached. Rinse thoroughly before washing with After Color Shampoo and Revivor Pro from the ProColorist Line.

CLEAR:

Or a pastel color and/or to lighten the end color, mix in a ratio of at least 8 to 1 (8 parts of Clear and one part of the selected Blossom).

PLEASE NOTE: the quantity of Blossom Clear intensity regulator used influences how long the result lasts on the hair. Increasing dilution leads to the color lasting less time. The intensity of the color is also influenced by application time.



The BLOSSOM RAINBOW PALETTE (colour chart) includes hair samples in three variations:

1. the result of direct application of pure colour, leaving for 20 minutes;
2. the result of applying pure color diluted with clear in a ratio of 1:8 and leaving for 20 minutes;
3. the result of applying pure color diluted with clear in a ratio of 1:20 and left for 20 minutes (for a pastel result).

The colours shown in the sample chart are the result on hair bleached to at least LEVEL 9.

EASY TO APPLY:

- Step 1** - Apply on clean hair that is nearly dry.
- Step 2** - Leave for 20 minutes
- Step 3** - Rinse thoroughly and wash with After Colour Shampoo and Revivor Pro from the ProColorist line.



**NO
DEVELOPER
REQUIRED**



BIOLIFE
BEAUTY VILLAGE

Itely Hairfashion is committed to creating an eco-friendly corporate environment as well as the use of emerging green technologies in the production of its extensive line of environmentally friendly products.

For a better World

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