For over 35 years, PROFESSIONAL HAIR COLOR has represented a pure passion for ALFAPARF MILANO, which turned into an obsession, with the single goal of achieving immaculate results. Every shade created, each reflection that it is enriched with, everything has been custom formulated, with the LATEST TECHNOLOGY and TYPICAL ITALIAN TASTE of doing things to perfection, which ALFAPARF MILANO has always been committed to.

Every second, across 5 continents, a woman leaves a hair salon wearing our color and carrying us with her, in her look and in her life.

DEDICATION TO PROFESSIONAL EXCELLENCE

A life-long commitment to constant research and learning are at the basis of exceptional performance. This is why ALFAPARF MILANO creates unique color and is the world’s best-selling Made-in-Italy color.

FINE CRAFTSMANSHIP AND ATTENTION TO DETAIL

Each shade is developed through perfectly balanced formulas, customizing each base so that when combined with the desired tone, the color result is perfect.

TASTE AND CREATIVITY ARE LEADERS IN OUR BUSINESS

We are passionate trend-setters who turn ideas into outstanding reality, by creating beauty, loved and desired by women all over the world.

TRAINING COURSES WITH ITALIAN STYLE

A comprehensive training path that is constantly updated to enrich technical skills and inspire new creative work.

WITH PASSION AND DETERMINATION, THROUGH PERFECTLY ROTATING GEARS, WE ASSEMBLE PRODUCTS OF GREAT SUCCESS
Maximum mixing ratio 1:1 (30 g Platinum shade + 30 g 0SP + 120 ml Oxid'o 40 Vol).

› maximum 1:1 (30 g Red Booster + 30 g shade + 90 ml Oxid'o).

Mixing ratio 1:1.5. Use volumes of Oxid'o according to the desired cast intensity.

Color contrasts on a dark or medium dark base (tone height from 1 to 6, natural or colored) in 15-20 minutes, without bleaching.

Shades to boost the lightening power by up to one tone.

The 0 in front of the secondary reflection indicates a lightening in the desired shade.

The ideal grey tone for reducing red and orange residues and for boosting the grey cast tendencies of the Ash, Natural Ash and Irisé series.

To be used mixed with cold shades. Series: Natural Ash (.21); Ash (.1); Blue-Black (.11); Sand (.13); Irisé (.21); Cool Ash (.03); Ash (.1); Blue-Black (.11); Sand (.13); Irisé (.21); Cool Ash (.03); Cool Ash (.03).

To be used mixed with warm shades. Series: Gold (.3); Marrons Glacés (.32); Beige (.31); Tropical (.35); Copper (.4); Bronze (.45); Mahogany (.5); Chocolate (.53); Natural Ash (.01); Ash (.1); Blue-Black (.11); Sand (.13); Irisé (.21); Cool Ash (.03); Ash (.1); Blue-Black (.11); Sand (.13); Irisé (.21); Cool Ash (.03); Cool Ash (.03).

INTERESTED?
For prolonged shelf life or to calibrate after several intense and complicated work in desired Casts.

CUSTOMISED GREY HAIR COVERAGE
To get flawless, full respect of the desired Cast tendency and intensity, use the correccors specifically intended for the desired Cast: Red (.4); Copper (.4); Bronze (.45); Mahogany (.5); Chocolate (.53); Natural Ash (.01); Ash (.1); Blue-Black (.11); Sand (.13); Irisé (.21); Cool Ash (.03); Ash (.1); Blue-Black (.11); Sand (.13); Irisé (.21); Cool Ash (.03); Cool Ash (.03).

The special series

MENTIONED
To be used with the chosen shade, series: Ash (.1); Cool Ash (.03); Beige (.31); Blue-Black (.11); Sand (.13); Irisé (.21); Cool Ash (.03); Cool Ash (.03).

PLATINUM
By 0-4 levels of peroxide (optional split) (Consulting is a must not less than 3 light brown)