

QUESTIONS

and answers

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Q - The new Color Wear is free from ammonia and MEA, but does contain arginine. What is this?

A - Arginine is an innovative alkalizing agent which makes it possible for the formula to be free from ammonia and MEA. It is an amino acid of natural origin, which makes the formula more gentle on your hair.

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Q - Does arginine still work in an alkaline environment?

A - In order to make the product extremely high-performing and versatile for use, the arginine content has been calibrated to maintain the appropriate alkaline pH of both the color cream and the final mix with the peroxide.

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Q - It also states that the product is Silicone Free. What is the reason for this?

A - ALFAPARF MILANO's research and innovation have made it possible to identify alternative conditioning agents, which are able to offer better performance and conditioning ability than those of silicones in an oxidative environment.

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Q - Can a pregnant woman carry out a Color Wear toning service?

A - In these cases, it is advisable to always consult your doctor. Where possible show him the product packaging, which lists the ingredients in the formula.

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Q - Which peroxides should Color Wear be mixed with?

A - Color Wear can be mixed with the peroxides in the Oxid'o line (5, 10 and 20 volume concentrations).

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Q - What is the color cream/peroxide mixing ratio?

A - The standard mixing ratio is 1:2. When 100% coverage of grey hair is desired, a mixing ratio of 1:1 is recommended instead.

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Q - When is the use of the 20 volume recommended?

A - All peroxides up to the 20 volume can be used for all the services. We recommend the use of the 20 volume when you want to enhance the tones of the red and copper families.

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Q - Is there a specific peroxide for 100% grey hair coverage?

A - If you want 100% grey hair coverage we recommend using minimum 10 volumes, changing the mixing ratio from 1:2 to 1:1 and extending the processing time up to 30' to 40'.

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Q - If a fast toning effect is desired, is it possible to rinse off the Color Wear before the recommended processing time has elapsed?

A - If you rinse the product off early, i.e. before the recommended processing time has elapsed, the final color result may be affected. Although, during the processing time, the color cream may appear to be a more intense color than expected, it is advisable to respect the required processing times to obtain the desired result.

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Q- During the processing time, why is it that the color cream appears to be a more intense color than the Color Wear in the previous range?

A - While the product is left on the hair, the colorants contained in the formula can act differently to the previous Color Wear line because of the new alkalizing agent, changing the color of the coloring cream. However, this does not alter the final result of the color on the hair.

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Q - Is it possible to use Color Wear mixed with 30 and 40 volume peroxides?

A - We do not recommend mixing Color Wear with a peroxide higher than 20 volumes. When it is mixed with 30 or 40 vol. you lose the cosmeticity and shine of the color, which are fundamental characteristics of Color Wear.

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Q - Looking at the color chart, you can see that most of the shades included in the previous Color Wear range are also contained in the new one. In cases where a specific color was applied, can we replace this with the same shade in the new range, to achieve the same result?

A - When transitioning from the previous Color Wear range to the new one, we recommend that you always consult the photo chart supplied with the products. Most of the shades have been changed in intensity and tone, with the aim of making their performance even higher and working in synergy with the Evolution of the Color³ and Precious Nature Hair Color ranges. This will make the colorist's job easier and will lead to the creation of colors with superior performance, in terms of coverage, intensity and duration.

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Q - What are the color families that have been changed?

A - All the shades have been improved. As you will be able to see when looking at the comparison chart, the areas that have undergone major changes are the dark shades and blonde shades. This change will allow you to obtain superior performance in terms of grey hair coverage and neutralization during blonde hair toning.

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Q - Given that a natural alkalizing agent is used in Color Wear, do we still have the same performance in terms of color durability?

A - Instrumental tests confirm that the color is maintained up to 92% after 12 washes*, even using a naturally-derived alkalizing agent.

*Instrumental test performed on a strand treated with the new Color Wear formula (shade 6.35), after 12 washes.

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Q - I still have Color Wear colors from the previous range in stock. Can I mix them with new ones?

A - This is not advisable. In fact, they are two tone on tone oxidation coloring based on different formulation technologies, and for this reason, mixing the two color lines could lead to unpredictable final results.

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Q - The mixing ratio has remained unchanged: can I use the 5 and 15 volume peroxides from the previous line also with the colors in the new range?

A - As each color line is being developed to give the best results when used with peroxides specifically formulated for it, we advise against mixing the "old" peroxides with the colors in the new range.

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Q - The previous Color Wear range gave you the option of lifting the natural color by up to 2 tones. Will this no longer be possible with the new color range?

A - The new Color Wear range has been specifically formulated to not alter the natural base color. If you want to lighten the natural base color, you can use Evolution of the Color³ or Precious Nature Hair Color. The alignment of the tones in the new Color Wear range to the permanent oxidation color lines allows you to obtain a perfect synergy of all the Alfaparf oxidation color lines.

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Q - In the case of some creative shades in the previous Color Wear range, the color cream coming out of the tube was colored. Now, however, the same shades come in a completely white cream. What is the reason for this?

A - The colored appearance of the color cream was due to the content of direct colorants in the formula that amplified the expressiveness and brightness of the creative shades. Thanks to the arginine's ability to facilitate the penetration of colorants into the inner part of the hair cortex, all the new creative shades have been formulated with oxidation colorants only. These will develop completely inside the capillary cortex, for a greater intensity and duration of the technical coloring treatments, without being harder to remove if the client wishes to change their color at a later time.

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Q - How can we customize the shades?

A - Thanks to the use of Pigments, we can customize the shades, enhancing their tone or even creating new ones. By doing so, we will have the opportunity to obtain more intense and vibrant tones or those with a greater neutralizing effect.

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Q - Can I use the 5 volume peroxide with Evolution of the Color³?

A - Yes, you can use it in a 1:2 mixture if you want to use Evolution of the Color³ for toning effects on previously treated hair. However, for shades from level 5 or darker, and for mahogany, purple and brown tones, the use of 10 or 20 volume peroxides is recommended.

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Q - Can I use the 5 volume peroxide with BB Bleach?

A - Yes, it is possible to use it for all services where a light lifting is desired, both on natural hair and in the bleaching bath service.