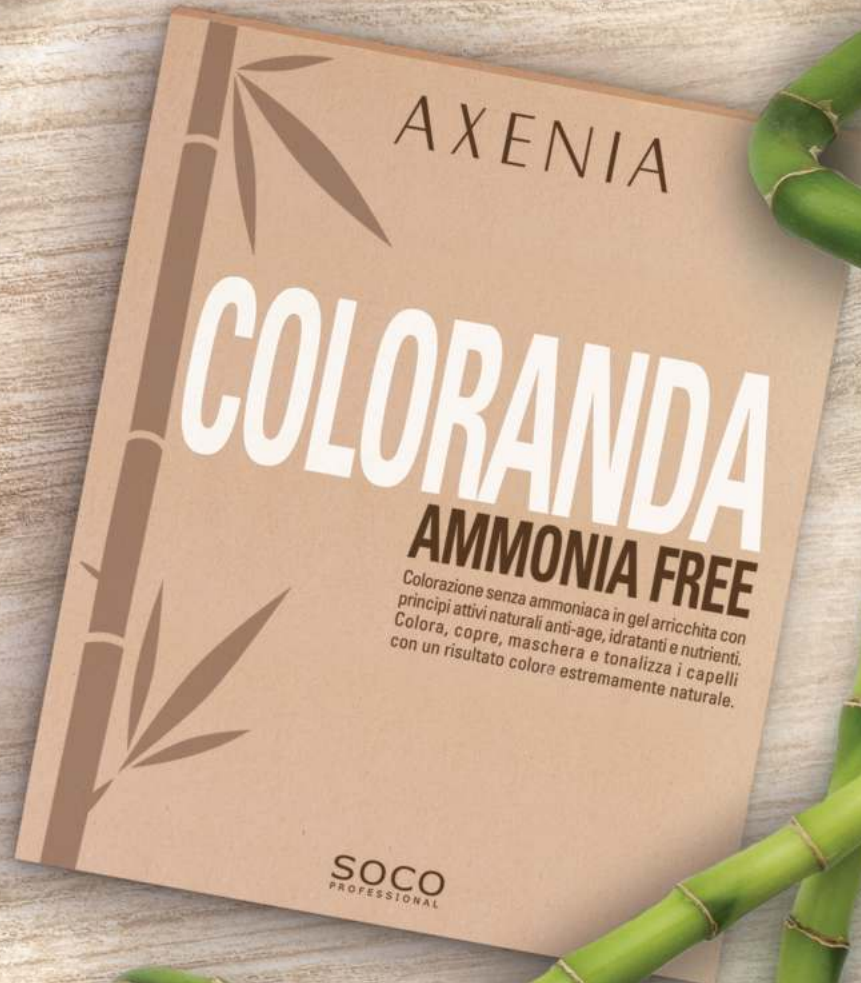


AXENIA



SOCO
PROFESSIONAL





COLORANDA

COLORANDA is an **AMMONIA-FREE** colouring system created to satisfy women's increasing **NEED FOR A NATURAL LOOK**, and at the same time, guarantee the same coverage performance as a permanent colour.

EXTRAORDINARY RESULTS:

- Excellent coverage of grey hair;
- Lightens natural hair colour by up to 2 shades;
- Bright colour with deep, glossy tones;
- Natural-looking results;
- Strong, revitalised hair;
- Maximum respect for scalp and hair.





WHY CHOOSE COLORANDA?

Coloranda means healthy, great-looking hair, thanks to its mild formula that combines precious pigments with natural active ingredients.

1. AMMONIA FREE

The absence of ammonia means that the outer layers of the hair are opened gently, without dehydrating or attacking the hair's structure.

The top-quality, high-purity pigments give perfect coverage to grey hair and evenly coat all of the hair's lengths without colour overload. This means that the treatment can be repeated every two weeks, if necessary.

2. PRECIOUS ACTIVE NATURAL INGREDIENTS

These work in synergy during the treatment time to give the maximum cosmetic results on all of the hair's structure:

● CONCENTRATED WINE EXTRACT

Traditionally known as an ancient "Elixir of youth", wine helps to combat ageing thanks to the polyphenols found in grapes and to its excellent antioxidant agents.

In hair treatment, polyphenols combat free radicals, protecting against external agents (UV rays, pollution, the elements,...) as well as nourishing and hydrating scalp and hair.

Specifically, Coloranda uses an extract of French wine that is 6 times more concentrated for a stronger action against free radicals, while detoxifying and regenerating the hair. The result is brighter, stronger and shinier hair.

● BAMBOO SAP EXTRACT

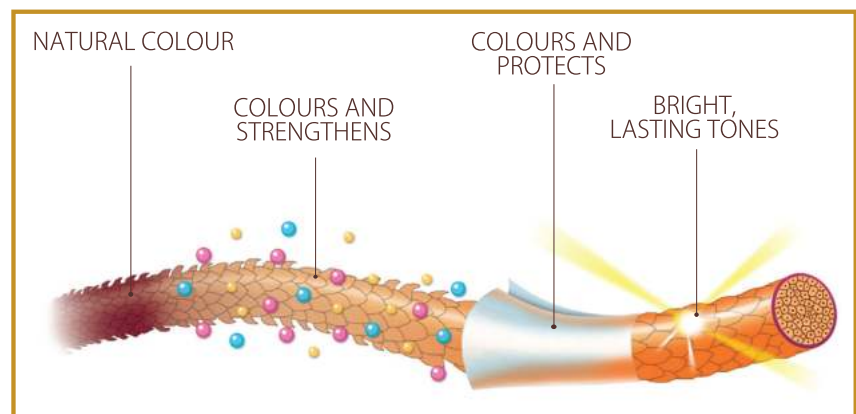
With sebum-normalising, rebalancing and nourishing properties, it offers the right hydration to the hair during the colouring process, together with leaving it soft, manageable and extremely shiny.

3. BRIGHTNESS AND SHINE:

The secret behind the exceptional shine of Coloranda is its special GEL consistency. As it mixes with oxygen, the colouring fluid is transformed into a GEL for better distribution of the product, with its pigments and active ingredients, on the whole structure of the hair.

The result is an incredibly bright colour and shine, from roots to tips.

ACCIÓN:



COLOUR SERVICES

Coloranda meets every hairdresser's and customer's needs to create beautiful hair at any age!

An extremely versatile treatment for different results: to **BRIGHTEN UP** a natural colour, **ADD TONE** to natural or pre-lightened hair, **FRESHEN UP** the colour on lengths and end, **CONCEAL** the first few grey hairs, or completely **CHANGE** colour, all with natural-looking end results.

For each treatment, it is essential to make a correct technical assessment of hair and scalp and then to establish all of the information needed to create the required results.

DIAGNOSIS :

- examine the hair's condition, its porousness and colour (untreated, coloured or mixed);
- check the percentage of grey hair;
- agree the required results with the client, based on their expectations;
- define whether to darken or lighten the hair and by how many levels, or to colour it at the same level.

Based on the diagnosis, the colourist will decide the best service to use to achieve the required result.

To get the most out of the performance, it is essential to mix Coloranda with Axenia Oxidising Emulsion, following the recommended acting times and dilutions.

The type of Oxidising Emulsion to be used will depend on the desired result:

OXIDISING EMULSION	RESULT
6 vol.	To tone, restore hair colour and conceal the first grey hairs
10 vol.	To conceal the first grey hairs and lighten by half a tone
20 vol.	To cover grey hair and lighten by up to 2 tones
30 vol.	To cover grey hair and lighten by up to 3 tones
40 vol.	To lighten by up to 4 tones with superlighteners



DIAMOND SERVICE

FOR IMMEDIATE BRIGHTNESS AND SHINE ON NATURAL OR TREATED HAIR.

IDEAL CLIENT

Those with dull, lifeless hair or who want to rediscover the natural beauty of healthy-looking, shiny hair.



REFRESH SERVICE

TO REFRESH NATURAL OR COLOURED HAIR WITHOUT ALTERING ITS NATURAL BASE.

IDEAL CLIENT

Those looking to bring out the full beauty of natural or coloured hair.

THE ANSWER FOR ALL WOMEN!



CAMOUFLAGE SERVICE

TO CONCEAL THE FIRST GREY HAIRS OR GIVE A SLIGHTLY LIGHTER TOUCH TO NATURAL COLOUR.

IDEAL CLIENT

Those with just a few grey hairs who want to preserve a younger look.



INTENSIVE SERVICE

TO GUARANTEE EXCELLENT COVERAGE OF GREY HAIR.

IDEAL CLIENT

Those seeking maximum coverage while maintaining the cosmetic effect on their hair.



TONING SERVICE

TO TONE AND ELIMINATE THE YELLOW-ORANGE REFLECTIONS ON LIGHTENED HAIR WITHOUT ALTERING ITS NATURAL BASE.

IDEAL CLIENT

Those looking to correct an undesired reflection and emphasize the reflexes of natural and coloured blond hair.

COLOR SERVICE	DESIRED RESULT	PRODUCT USED	MIXING RATIO	EXPOSURE TIME
DIAMOND	to brighten hair	Glossy + Oxiding Emulsion 6 vol.	1:2	10 min
REFRESH	to refresh natural tones	Oxiding Emulsion 6 vol.	1:2	5-15 min
CAMOUFLAGE	to conceal of the first grey hairs	Oxiding Emulsion 6 vol. / 10 vol.	1:1	10-15 min
INTENSIVE	to get maximum coverage and lightening	Oxiding Emulsion 20 vol.	1:1	35 min
TONING	to neutralize the undesired reflexes	Oxiding Emulsion 6 vol.	1:1	5-20 min
LIGHTENING	to lighten by up to 2/3 tones	Oxiding Emulsion 30 vol. / 40 vol.	1:2	20 min

IMPORTANT!

For particularly **vitreous or hard-to-cover grey** hair, we recommend washing with a mild shampoo before applying Coloranda. Rinse well and then proceed with the Coloranda application.

COLOR CHART

NATURALI



BEIGE



CENERE



PERLA



DORATO

5,3

CASTANO CHIARO
DORATO



6,3

BIONDO SCURO
DORATO



7,3

BIONDO
DORATO



8,3

BIONDO CHIARO
DORATO



9,337

GRANO



TABACCO

4,71

CASTANO
TABACCO CENERE



6,71

BIONDO SCURO
TABACCO CENERE



5,73

CASTANO CHIARO
TABACCO DORATO



6,73

BIONDO SCURO
TABACCO DORATO



7,73

BIONDO
TABACCO DORATO



8,73

BIONDO CHIARO
TABACCO DORATO



4,757

CASTANO
TABACCO MOGANO



5,757

CASTANO CHIARO
TABACCO MOGANO



7,757

MAGGESE



5,77

CASTANO CHIARO
TABACCO INTENSO



6,77

BIONDO SCURO
TABACCO INTENSO



RAME

5,4

CASTANO CHIARO
RAME



7,4

BIONDO
RAME



5,424

TERRA D'OMBRA



6,43

BIONDO SCURO
RAME DORATO



7,43

BIONDO
RAME DORATO



8,43

BIONDO CHIARO
RAME DORATO



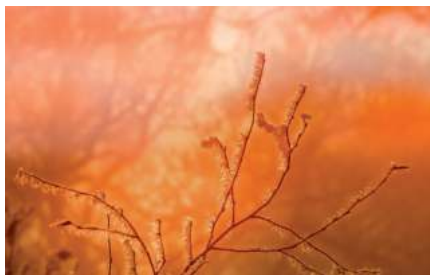
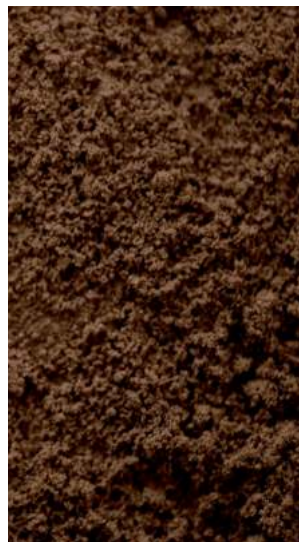
ANTI-AGING



PROTECTION



AMMONIA FREE



BRILLIANCE

BRIGHTNESS



NATURALNESS



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www.axenia.it

