SELECTIVE®
PROFESSIONAL

COLOR EVO

TECHNICAL HANDBOOK

INFINITE COLOR POSSIBILITIES

CERAFLUX PLUS
COLOR DIFFUSION SYSTEM

COLOREVO

Beyond color, true emotion.

CREATIVITY

FASHION

PERSONALITY

ART

PERFORMANCE

SAFETY

BEAUTY

REFINEMENT

IMAGE

COLOREVO

THE TECHNOLOGY

CERAFLUX PLUS

Is made up of three
different kinds of ceramides:
CERAMIDE 1, 3 and 6 II,
blended with fatty acids,
phytosphingosine and cholesterol
from vegetable sources,
in order to perfectly mimic the
lipids naturally found in hair.

CERAFLUX PLUS
COLOR DIFFUSION SYSTEM

NATURAL HAIR	COLORS & REPAIRS	COATS & PROTECTS	BRIGHT, LONG-LASTING COLORS
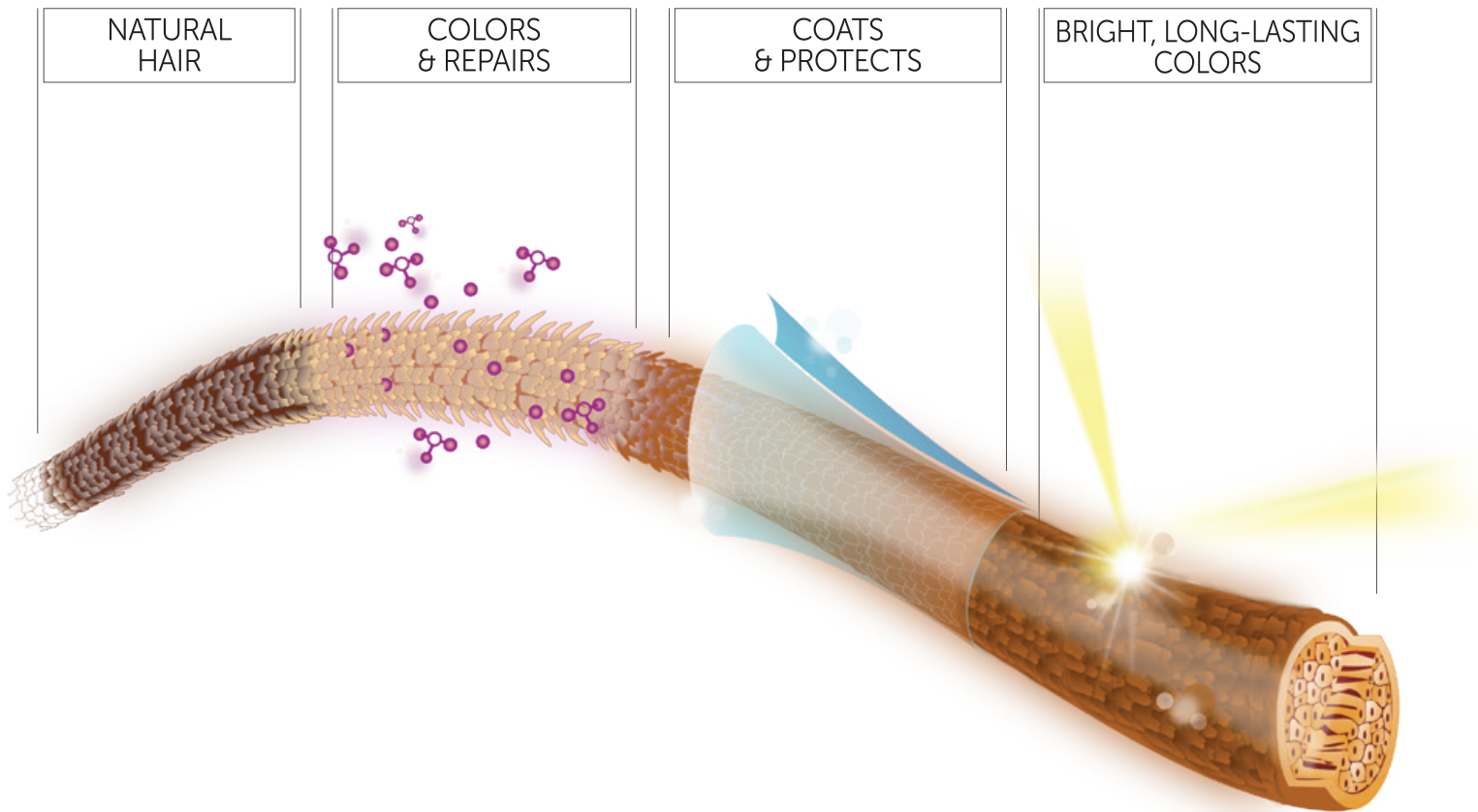
UNPARALLELED COLORS, HEALTHY HAIR AND EXCITING RESULTS
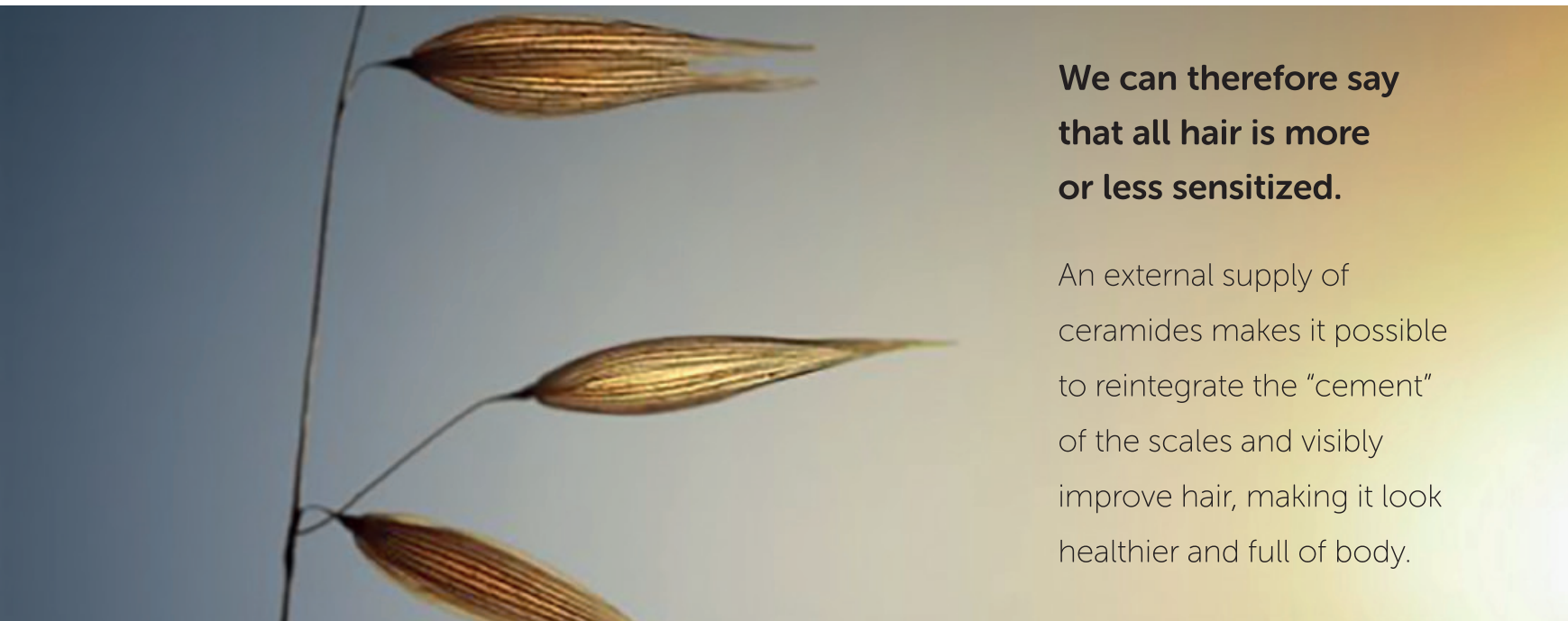
CAUSES OF SENSITIZED HAIR
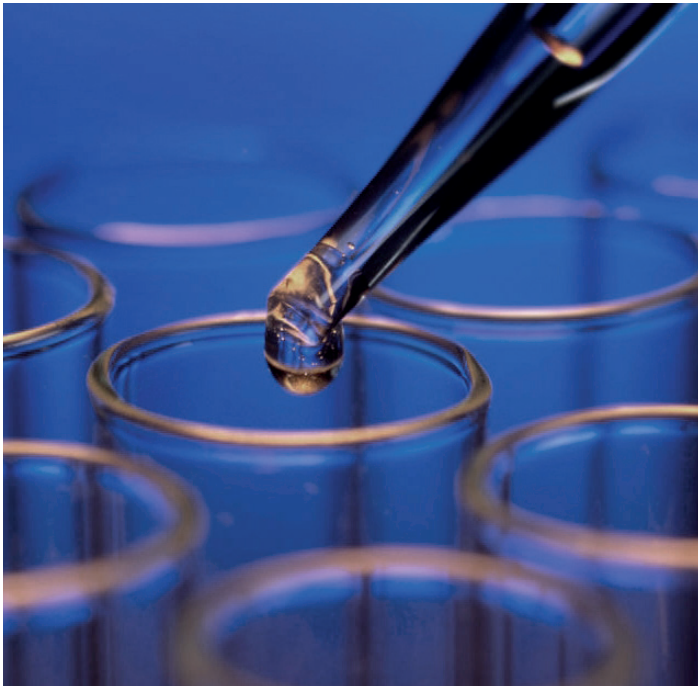
Incorrect use of chemical
treatments at the salon.

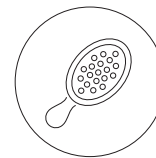Aggressive action
of the hairdryer and irons.

We can therefore say that all hair is more or less sensitized.

An external supply of ceramides makes it possible to reintegrate the "cement" of the scales and visibly improve hair, making it look healthier and full of body.

Exposure to the weather (sunlight, chlorine, saltwater, wind and smog).

Frequent brushing.

WHY CERAMIDES?

Ceramides are a particular family of lipids that play a primary role in guaranteeing healthy hair.

Ceramides are a structural element of the cuticle, the hair's external coating, which is made of scale-like, flattened cells. Ceramides compact the cuticle allowing it to protect the hair's inner core from external aggressive agents: for healthy, glossy, strong and flexible hair. Loss of ceramides can occur for a number of reasons and it is absolutely essential to supplement them, especially when dealing with a sensitized cuticle.

SENSITIZED HAIR

EXTERNAL ACTION OF THE CERAMIDES

HEALTHY CUTICLE
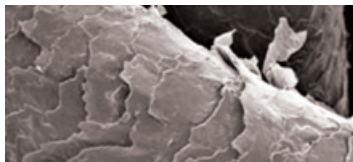
DAMAGED CUTICLE

When the cuticle is not compact, its scales are raised and thus the hair's inner core is more exposed.
Hair becomes brittle and dull, difficult to comb and style and split ends start appearing. Raised scales also result in greater friction in the hair, which further complicates things. The result is hair described as sensitized.
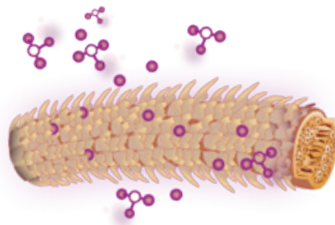
THE ACTION OF CERAFLUX
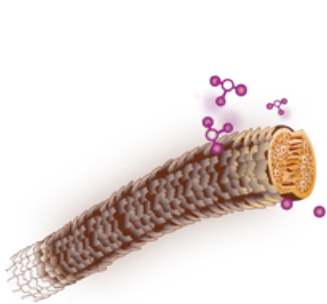
1

Prior to coloring, the ceramides repair
the sensitized areas of the hair.

RESULT

a balanced hair surface
for even color depositing.

2

During coloring, ceramides balance
the loss of lipids.

RESULT

thicker, healthier hair.
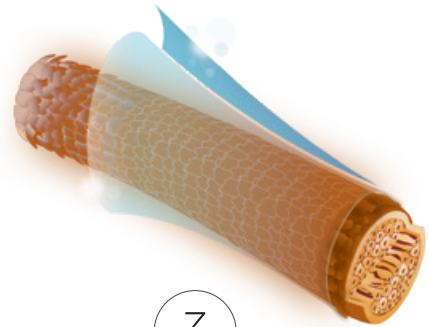
3

At the end of the coloring process,
ceramides coat the hair.

RESULT

thick, bright and soft hair with even
and long-lasting color from the roots to the ends.
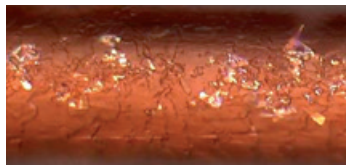
COLORING WITHOUT
USING CERAFLUX PLUS

COLOR**EVO**

Microscopic analysis clearly shows that
the cuticle of hair treated using COLOR**EVO**
is perfectly compact and healthy, whilst
hair treated with traditional colors without
ceraflux plus shows evident cuticle damage.

COLOR DIFFUSION SYSTEM

A formula optimization system
to maximize color diffusion.

The term "**color diffusion**"
refs to two different aspects.

PHYSICAL DIFFUSION
of the coloring pigments
inside the hair.

Balanced surfactants, reduce surface
tension in the coloring formula to gently
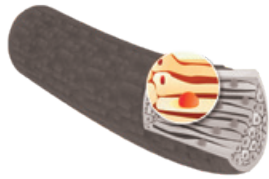increase its ability to soak the hair fiber:
for a quicker, more efficient action.
Highly pure pigments that are perfectly
balanced guarantee the development
of a pure form of color, without any
undesired highlights and with results that
can be repeated with every application.
Micro-sized color precursors, which
evenly penetrate the deepest layers
of the hair, for long-lasting color.

OPTICAL DIFFUSION
of the external hair color
(the one we see).
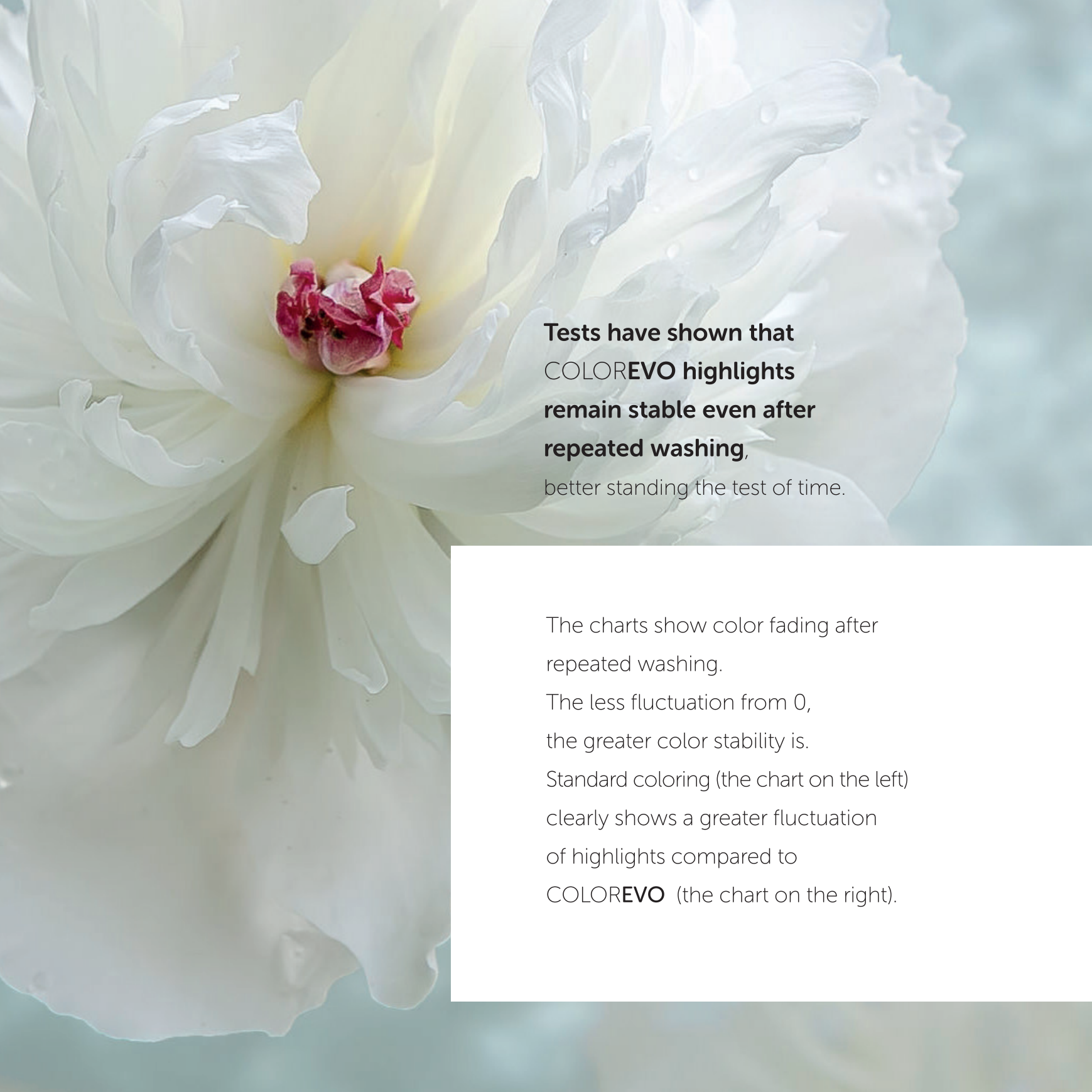
A cuticle protected by ceramides offers
the best optical refraction of light, which
makes colors look glossier and more vibrant.
This glossiness is also
enhanced by two active ingredients:
Vegetable extract of Limnanthes Alba seeds
which makes color immediately more intense
and longer-lasting and helps pigments remain
stable for longer on exposure to sunlight,
protecting it from fading and stabilizing
highlights even after repeated washing.
Lipid sunflower extractprotects protects
the cosmetic color from cleansers,
keeping it glossier for longer.

Tests have shown that
COLOR**EVO highlights**
remain stable even after
repeated washing,
better standing the test of time.

The charts show color fading after
repeated washing.
The less fluctuation from 0,
the greater color stability is.
Standard coloring (the chart on the left)
clearly shows a greater fluctuation
of highlights compared to
COLOR**EVO** (the chart on the right).

WASHES	COLORING WITHOUT COLOR DIFFUSION SYSTEM					COLOREVO			
	0/4	5/8	9/12	13/16		0/4	5/8	9/12	13/16
0									
-0,5									
-1									
-1,5									
-2									
-2,5									

Variation from the color fading test
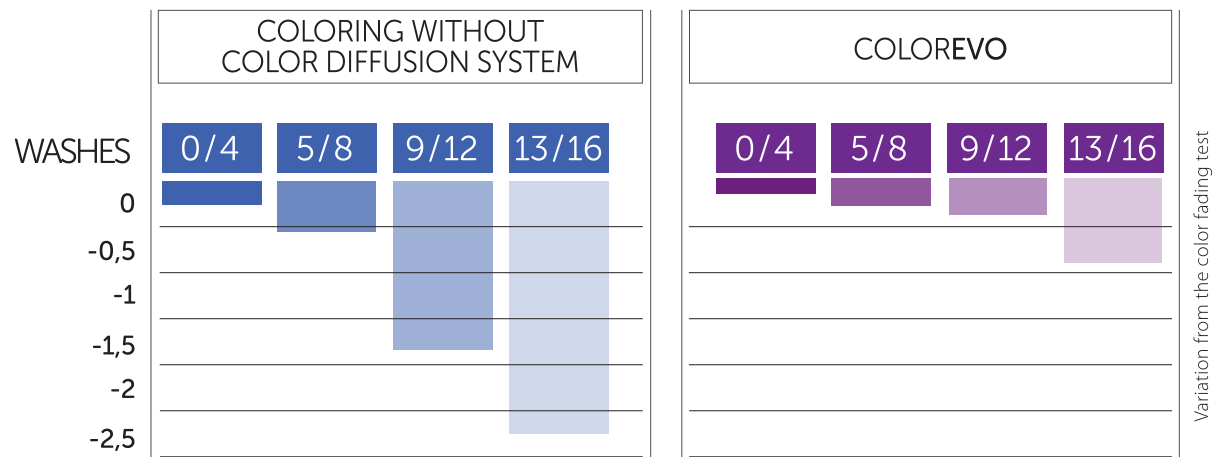
COLOREVO

Let it transport you to a world of

LIGHT, REFLECTIONS AND CREATIVITY.

COLOREVO, PERMANENT COLORING CREAM

DIRECTIONS FOR USE

Preparation: 1+1 (e.g. 100 ml COLOREVO + 100 ml COLOREVO OXY 3-6-9%; 10-20-30 volumes). Apply to dry, unwashed hair.

Resting time: 30 minutes.

STANDARD

1:1

30 min.

COLOR**EVO MIX**, PURE SHADES

MIX formulas represent a powerful tool in learning to master highlights and personalizing them to your own taste.

They can be used to:

- neutralize undesired highlights;
- create unlimited color variations.

Resting time: 30 minutes.

TWO VERY SPECIAL MIX FORMULAS:

With pigment to be used with the other COLOR**EVO** shades to give more intensity to the color chosen.

Without pigment (0.00/CS), to create special colors or to reach the optimal level of bleaching even on difficult hair structures.

MIX WITH PIGMENT	0.00 NEUTRAL	C.S. LIGHTENING CORRECTOR
• Add an appropriate quantity depending on the nuance chosen. The lighter the shade, the less COLOR**EVO MIX** should be added, with the exception of COLOR**EVO BLOND**. For shades of levels 9 and 10, we recommend adding 5% compared to the total quantity of cream, whilst for darker nuances and for COLOR**EVO BLOND** we recommend adding more. In any case, never exceed 30%.	• It is the pigment-free cream that carries all COLOR**EVO** colors.	• Thanks to the percentage of ammonia it contains (4.25%, higher than superlightening nuances), C.S. makes it possible to modify the lightening power of any COLOR**EVO** nuance, strengthening it.
	• Has an ammonia content of about 1.5% (equal to nuance 6.0).	
	• Mixed in equal doses with an existing nuance it makes it possible to obtain a new, lighter nuance with the same standard lightening power as COLOR**EVO**. If mixed in a smaller ratio it makes it possible to lighten the nuance as desired; for example, by half a tone.	• Mixed with an existing nuance it increases its lightening power, making it possible to treat even difficult hair structures.
• Mix the total quantity of cream, in a ratio of 1+1 (COLOR**EVO**) or 1+2 (COLOR**EVO BLOND**) with the appropriate volume of COLOR**EVO OXY**.		• To be used in a quantity equal to 30% of the total of coloring cream.
	• Combined with a formula, in a variable quantity depending on the required result, it makes it possible to create special colors such as, for example, pink or sky.	
EXAMPLE	EXAMPLE	EXAMPLE
Desired Color: 7.33 (not available on the color chart) 7.3 (50 ml) + MIX 0.3 (15 ml) + 65 ml COLOR**EVO OXY**	**Desired Color**: 9.31 (not on the color chart) 8.31 (50 ml) + 0.00 (50 ml) = 9.31 + 100 ml COLOR**EVO OXY**	**Natural base**: 4.0 thick hair **Desired color**: 7.44 (35 ml)+CS (15 ml) + 50 ml COLOR**EVO OXY** 30 volumes (9%)

COLOR**EVO** BLOND
SUPERLIGHTENER FOR HIGH LEVELS OF LIGHTENING

Lifts by up to 4-5 levels.
Neutralizes the lightening base and bright blonds.

DIRECTIONS FOR USE

COLOREVO **BLOND** nuances are mixed with COLOR**EVO OXY** 40 volumes (12%).
To obtain perfect results we recommend using on natural hair starting from tone 5 (light brown).
COLOR**EVO BLOND** nuances can be used in the presence of up to 30% gray hair.
Preparation: mix 1+2 (e.g. 100 ml COLOR**EVO BLOND** + 200 ml COLOR**EVO OXY**);
Apply to dry, unwashed hair.

Resting time: 45 minutes.

COLOR**EVO** BLOND

1:2

45 min.
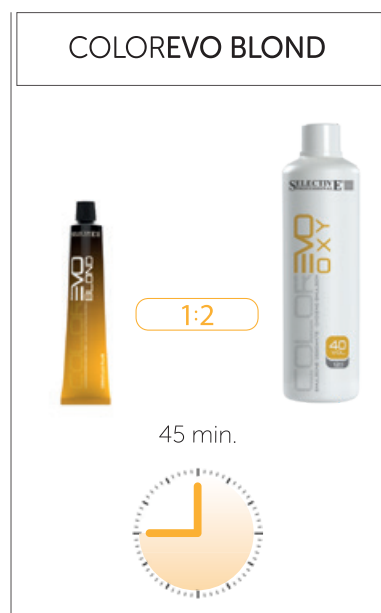
COLOR**EVO GLITCH**, PERMANENT COLORING CREAM
FOR COLOR CONTRASTS
WITHOUT PRELIMINARY BLEACHING.

Unlike normal coloring that does not lighten the cosmetic color, COLOR**EVO GLITCH** makes it possible to bleach and recolor even dyed hair with just one application. Lifts by 2 to 4 levels depending on the volumes of oxidizer used and the structure of the hair being treated.

COLOREVO GLITCH

1:1

35 min.

15 min.

under a heat source

DIRECTIONS FOR USE

Preparation: 1+1 (es. 50 ml COLOR**EVO GLITCH** + 50 ml COLOR**EVO OXY** 3-6-9-12%; 10-20-30-40 volumes).
Apply to dry, unwashed hair.

Resting time: 15 minutes with a source of heat, 35 minutes without.

COLOREVO OXY

OXIDIZING EMULSION SPECIALLY DESIGNED
TO ENHANCE THE PERFORMANCE OF COLOR**EVO**.

Available in four variations, 3-6-9-12%, 10-20-30-40 volumes.

DIRECTIONS FOR USE

Choose the most appropriate volumes for the treatment to be carried out and mix following
the specific instructions of COLOR**EVO**, COLOR**EVO BLOND** and COLOR**EVO GLITCH**.

COLOR**EVO OXY** products are formulated
for striking results when combined with COLOR**EVO**.

Their formula is enriched with **alpha-bisabolol**, the main component of the essential oil obtained from the **flowers of the chamomile (Matricaria Recutita)** that have soothing, alleviating, calming and anti-irritant properties, to guarantee the final customer an absolutely comfortable service.
COLOR**EVO OXY** products are also pleasantly perfumed and when combined with COLOR**EVO** guarantee:

- perfect adherence of the mixture;
- complete coverage of gray hair;
- maximum glossiness and long-lasting color;
- perfect development of the bleaching action;
- reduced risk of irritation.

CHOICE OF OXIDIZER
the oxidizer should be chosen depending on the desired result.

VOLUME	%	FUNCTION
10	3	Darker color - Tone-on-tone - Lift up to 1 level.
20	6	Covering gray hair - Darker color - Lift 1-2 levels.
30	9	Covering gray hair - Lifts 2-3 levels.
40	12	Lifts 4-5 levels with COLOR**EVO BLOND** superlightener. Lifts 4 tones with COLOR**EVO GLITCH.**

over 200 shades of color

121 STANDARD SHADES AND **81** RECIPES FOR UNIQUE & CUSTOMIZABLE COLORS
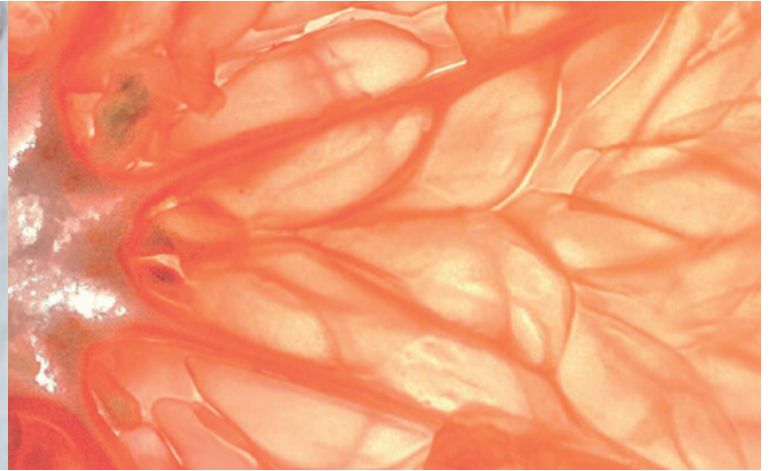
INFINITE COLOR POSSIBILITIES

COLOR**EVO** offers a wide selection of shades to best express the hairstylist's creativity.

SWEET

INEBRIATING

COMPLEX

STRONG

ADVENTUROUS

EXOTIC

POWERFUL

DELICATE

MYSTERIOUS

107 SHADES IN **9** FAMILIES

■ NATURAL	■ GOLDEN	■ RED
■ ASH	■ COPPER	■ VIOLET
■ BEIGE	■ MAHOGANY	■ FANTASIA

7 MIX

■ MIX

+

2 GLITCH

■ GLITCH

+

5 LIGHTENERS

■ SUPER BLOND

+ **81** COLOR **CONCEPT** / PERSONALIZED NUANCES

COLOR**EVO** USES AN INTERNATIONAL NUMBERING SYSTEM PRESENT IN OVER 50 COUNTRIES.

It is a system that makes choosing color very simple and overcomes any linguistic barrier.

Selective Professional color nuances are identified by a number, followed by a full stop and one or two other numbers.

- The number before the full stop indicates the tone level, from light to dark (from 10 to 1);

- The first number after the full stop indicates the main primary reflex;

- The second number after the full stop indicates the secondary reflex.

7.64

DEPHT LEVEL
(**BLOND**)

PRIMARY REFLEX
(**RED**)

SECONDARY REFLEX
(**COPPER**)
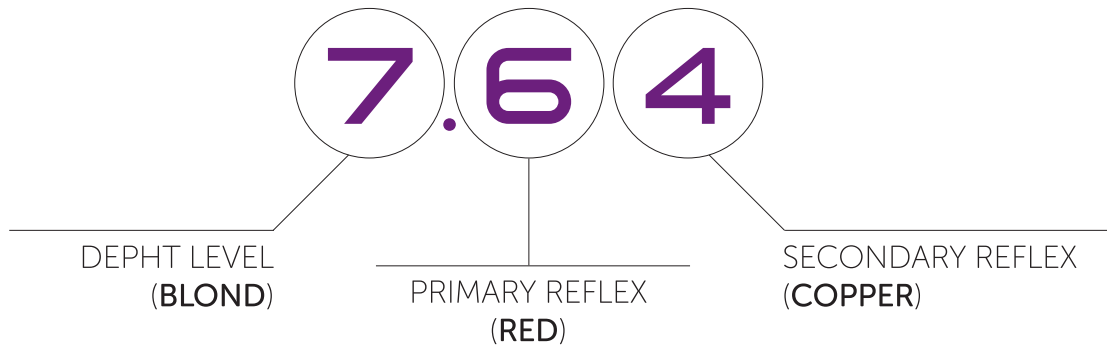
7.4   A single number after the full stop indicates that there is only a main highlight (blond **copper**).

6.03   A zero before the secondary reflex number indicates that there is no predominant primary reflex and the highlight, having become secondary, is lighter (dark blond **natural golden**).

7.44   Two identical numbers after the full stop indicate a more intense primary reflex (blond **copper intense**).

NUMBERING OF REFLEX

.0	NATURAL		**.4**	COPPER	
.1	ASH		**.5**	MAHOGANY	
.2	BEIGE		**.6**	RED	
.3	GOLDEN		**.7**	VIOLET	

Some examples will help you understand how to read the numbers associated to a shade:

5.0 NATURAL LIGHT CHESTNUT BROWN

7.1 ASH BLOND

6.43 DARK BLOND COPPER GOLDEN

6.01 NATURAL DARK ASH BLOND

5.00 NATURAL LIGHT CHESTNUT BROWN INTENSE

6.66 DARK BLOND RED INTENSE

The names of the Fantasia nuances do not follow the standard rules as they contain tertiary reflex.
In any case, they also have a numbering system that helps the hairstylist to know the predominant reflex of each formula.
Example of how to read FANTASIA nuances:

4.31 CHESTNUT BROWN JUNIPER

6.51 DARK BLOND GIANDUIA

THE COLOR WHEEL AND COLOREVO

All visible colors can be positioned on a color wheel, on which their complementary colors will be opposite them. By positioning COLOREVO nuances on the wheel, it is clearly visible which highlights they contain and which colors can be used to neutralize unwanted color toning. NATURAL, NATURAL INTENSE and FANTASIA colors are exceptions in this classification system as their highlight is represented by the union of primary and secondary colors (tertiary colors) in varying quantities.Their numbering therefore gives an indication of the highlights they contain, but does not make it possible to position them univocally on the color wheel. For this reason, they are positioned in the central part of the wheel itself.
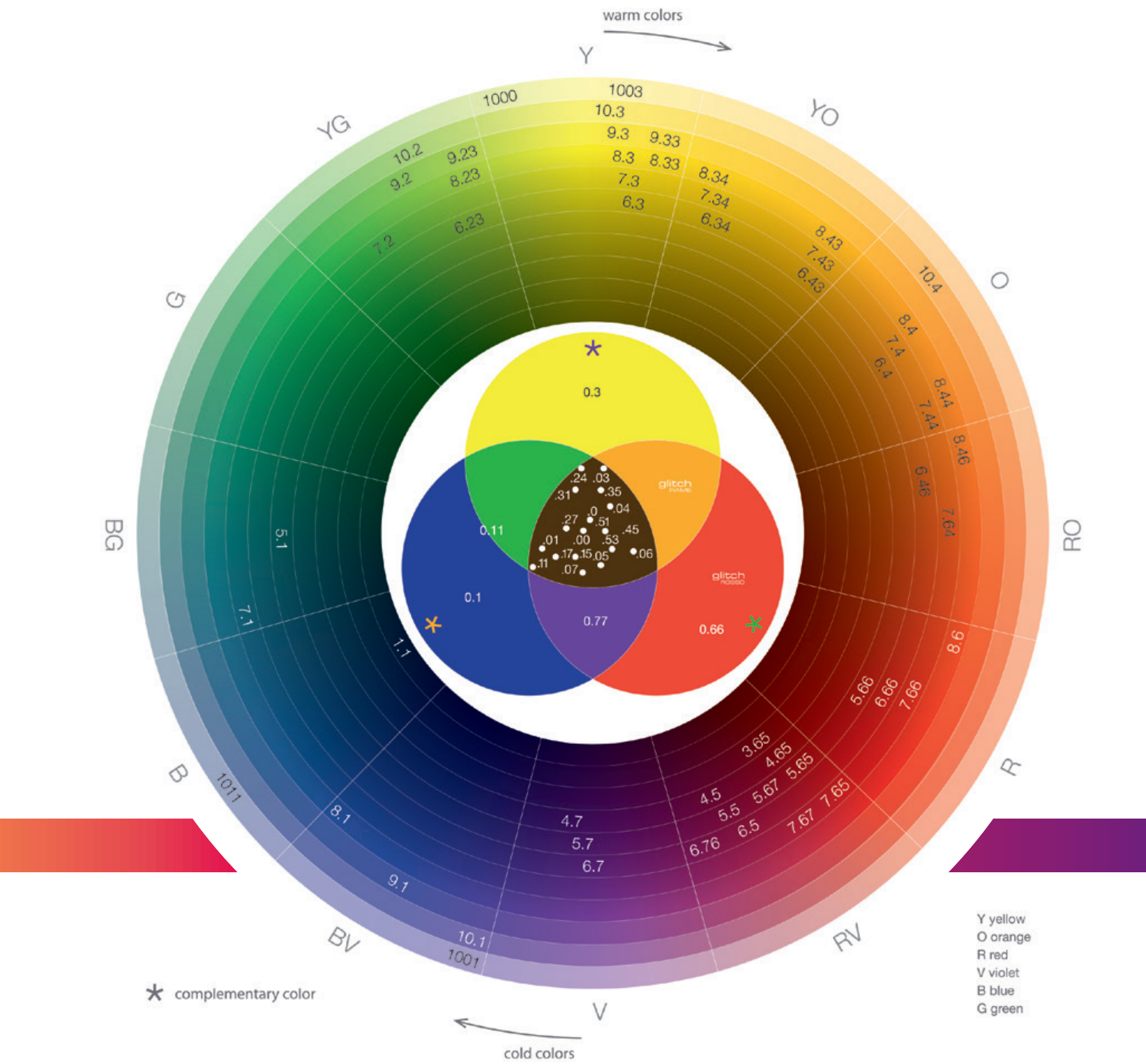
warm colors

Y

YG

YO

G

O

BG

RO

B

R

BV

RV

V

cold colors

* complementary color

Y yellow
O orange
R red
V violet
B blue
G green

0.3

0.11

0.1

0.77

0.66

glitch FAME

glitch ROSSO

1000   1003
        10.3
9.3   9.33
8.3   8.33
7.3   8.34
6.3   7.34
            6.34

10.2   9.23
9.2   8.23

7.2   6.23

8.43
7.43
6.43

10.4

8.4
7.4
6.4

8.44
7.44
8.46
6.46
7.64

5.1

7.1

1.1

8.6

5.66
6.66
7.66

3.65
4.65
4.5   5.5   5.67 5.65
4.7   5.5   5.67 5.65
5.7   6.76 6.5   7.67 7.65
6.7

1011

8.1

9.1

10.1
1001

.24 .03
.31   .35
         .04
    .27 .45
.00 .51
.01 .53
.17 .15 .05   .06
.11
    .07

CHOOSING THE FORMULA

Once the needs of the customer have been defined, the objective has been identified and the diagnosis has been completed, it is time to proceed to mixing the product.
Starting from a natural tone level (non-cosmetic), to determine whether the tone and highlight of the color chosen can be achieved and which oxidizing emulsion is best suited to obtaining them, Selective Professional experts have created a **DIAGRAM OF USE**.

The formula to be used can be found at the point where the natural hair tone level (non-cosmetic) and the objective color tone level (color chart) meet. If several types of oxidizers are present in the box, the choice must be made on the basis of the porosity of hair and the percentage of gray hair.

If it is necessary to darken by more than 3 tones, we recommend carrying out a repigmentation treatment (see page 61) before proceeding with coloring.
The cases in which to repigment are highlighted by the presence of the letter R.
Vice versa, to lighten by more than 5 tones, use COLOR**EVO BLOND** (yellow diagram boxes) or where this is not possible, before coloring it is necessary to carry out a bleaching treatment (diagram boxes with the words DECO).

DIAGRAM OF USE

NON-COSMETIC COLOR TONE LEVEL

	1	2	3	4	5	6	7	8	9	10
10	1 R / 10/20	2 R / 10/20	3 R / 10/20	4 R / 10/20	5 R / 10/20	6 R / 10/20	7 / 10/20	8 / 10/20	9 / 10/20	10 / 10/20
9	1 R / 10/20	2 R / 10/20	3 R / 10/20	4 R / 10/20	5 R / 10/20	6 R / 10/20	7 / 10/20	8 / 10/20	9 / 10/20	10 / 10/20
8	1 R / 10/20	2 R / 10/20	3 R / 10/20	4 R / 10/20	5 R / 10/20	6 / 10/20	7 / 10/20	8 / 10/20	9 / 10/20	10 / 20
7	1 R / 10/20	2 R / 10/20	3 R / 10/20	4 R / 10/20	5 / 10/20	6 / 10/20	7 / 10/20	8 / 10/20	9 / 20/30	30 / 10 / 20
6	1 R / 10/20	2 R / 10/20	3 R / 10/20	4 / 10/20	5 / 10/20	6 / 10/20	7 / 10/20	8 / 20/30	30 / 9 / 40	10 / 40
5	1 R / 10/20	2 R / 10/20	3 / 10/20	4 / 10/20	5 / 10/20	6 / 10/20	7 / 20/30	30 / 8 / 40	9 / 40	40 / 10 / DECO
4	1 R / 10/20	2 / 10/20	3 / 10/20	4 / 10/20	5 / 10/20	6 / 20/30	30 / 7 / DECO	8 / DECO	9 / DECO	10 / DECO
3	1 / 10/20	2 / 10/20	3 / 10/20	4 / 10/20	5 / 20/30	30 / 6 / DECO	7 / DECO	8 / DECO	9 / DECO	10 / DECO
2	1 / 10/20	2 / 10/20	3 / 10/20	4 / 20/30	5 / DECO	6 / DECO	7 / DECO	8 / DECO	9 / DECO	10 / DECO
1	1 / 10/20	2 / 10/20	3 / 20/30	4 / DECO	5 / DECO	6 / DECO	7 / DECO	8 / DECO	9 / DECO	10 / DECO

OBJECTIVE COLOR TONE LEVEL
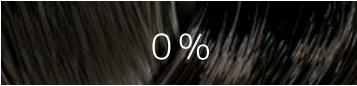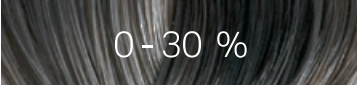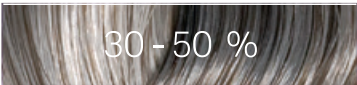
Legend:
- ■ COLOR EVO
- R Repigmentation
- ■ COLOR EVO
- ■ Bleaching

GRAY HAIR COVERAGE

In order to perfectly cover gray hair we recommend mixing the highlighted nuances of COLOR**EVO** with nuances of the same tone level in the Natural or Natural Intense series.

The following chart clarifies the ideal formula ratio, based on the percentage of gray hair present (NB: the total formula thus obtained should be mixed with an equal amount of the appropriate oxidizer).

% GRAY HAIR	% NATURAL NUANCE IN THE FORMULA	% HIGHLIGHTED NUANCE IN THE FORMULA
0 %		100%
0 - 30 %	20%	80%
30 - 50 %	30%	70%
50 - 100 %	50%	50% (+MIX)

If gray hair is present in high concentrations only in a few areas, it may be necessary to use two different formulas; one for the areas with gray hair and the other for the remaining hair.

COLOR EVO

SELECTIVE PROFESSIONAL®

selectiveprofessional.com