

TOCCOMAGICO

[CRAFT YOUR ARTISTRY]

Founded in Italy in 1938, Tocco Magico is one of the oldest color manufacturers in the world and is known for its rich, vibrant and luxurious color powered by herbal extracts.



TOOLS TO CRAFT YOUR ARTISTRY

NEUTRAL

- Designed as a diluter used primarily in depositing services
- Can be used on it's own with 10 volume universal developer for a shine-enhancing service
- Mix into any shade to soften the tone intensity, while maintaining the purity of the original tone
- Create customized shades or cocktail color



EXPAND YOUR COLOR PORTFOLIO

NEUTRAL

SOFT DILUTION (4:1)

40g Desired shade + 10g Neutral/ 0.00 + 75g Universal Developer

STRONG DILUTION (1:1)

25g Desired shade + 25g Neutral/0.00 + 75g Universal Developer

PASTEL DILUTION (9:1)

45g Neutral/0.00 + 5g Mix Tone + 75g Universal Developer

C.S.

SOFT LIFT (4:1)

40g Desired shade + 10g C.S. + 75g Universal Developer

ONE LEVEL OF LIFT (1:1)

25g Desired shade + 25g C.S. + 75g Universal Developer

C.S.

- A level lifter that can provide one extra level of lift when added to a color formula
- With the addition of C.S. in your high lift formulas you can ensure maximum levels of lift
- It can also be used in small proportion of 1-2g to a 40g formula to assist in grey coverage, no need to add more developer



@tocomagicoUSA