



**TOCCOMAGICO**

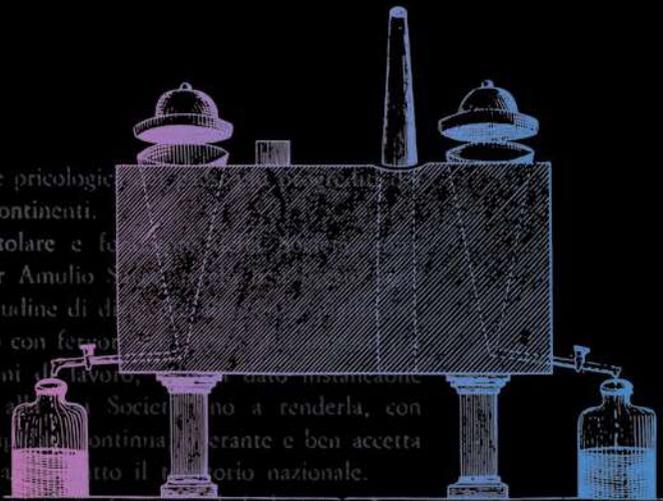


TECHNICAL  
MANUAL

PROFESSIONAL  
HAIR  
PRODUCTS

SINCE 1938





# PROFESSIONAL HAIR PRODUCTS

SINCE 1938

Made in Italy, craftsmanship, constant evolution. Are these, the three concepts that characterize and go through the long and compelling story of Tocco Magico: 80 years dedicated to the hair's beauty with cosmetics products appreciated and used in salons all over the world. Let's find out together the main stages of this successful path.

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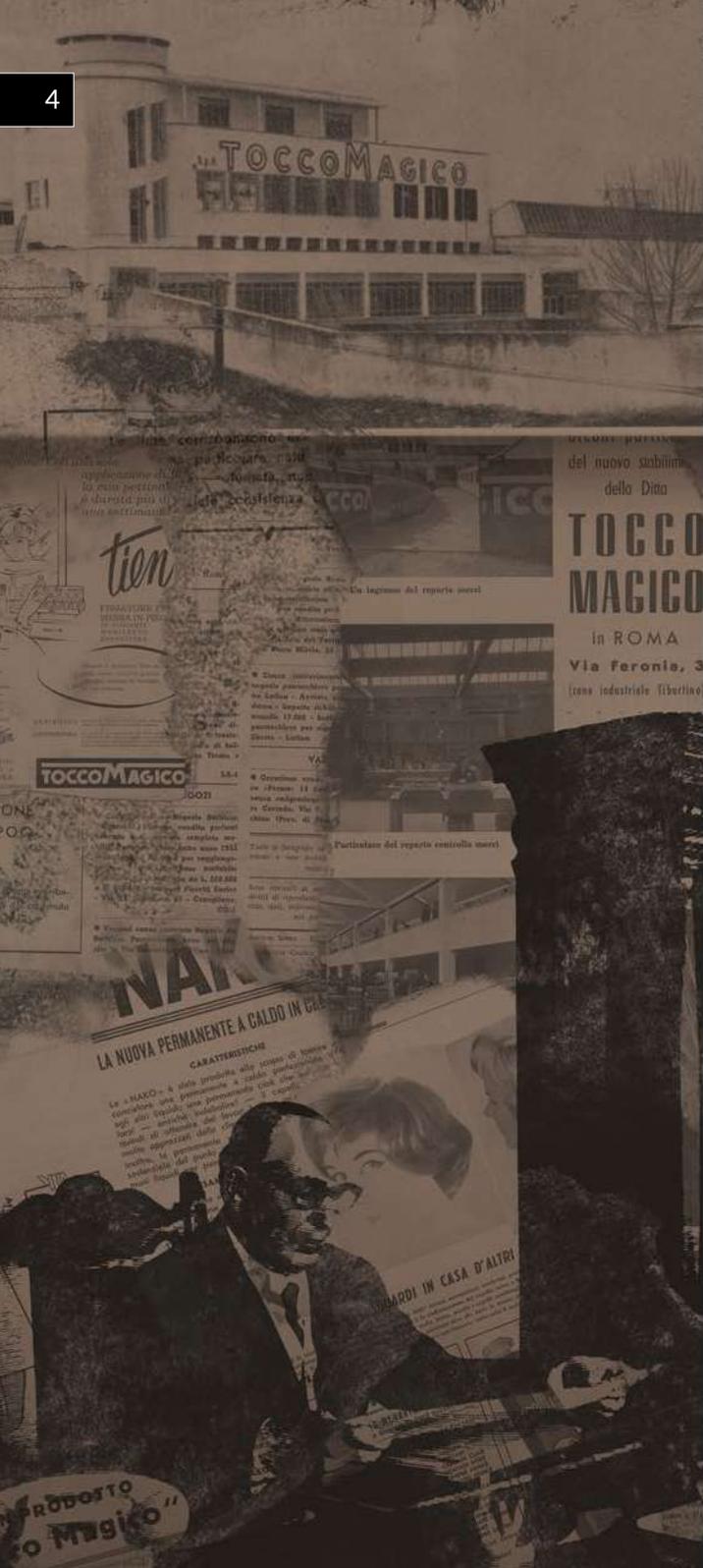
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**TOCCOMAGICO**



1938

## THE TOCCO MAGICO'S BIRTH

We are in Rome. The well-known hairdresser Amulio Sarra - thanks to his experience, sensitivity to beauty and his outstanding entrepreneurial intuition - he founded Tocco Magico, a family company. To him, among other things, we owe the personal version of the curling iron, for create the beautiful waves that the fashion of the time wanted. Also the brush pen, in whose small tank contained a liquid hair color to touch up the gray hair and to mask the hair regrowth, was the Sarra's brilliant idea... indeed a real "magic touch", very appreciated by the hairdressers.

1954

## THE HAIR COLOR IN OIL

It launched the first Italian oil hair color : Rhol Color, of course, still existing today in an advanced technologically and updated formulation. 1954 was a very prolific year for Tocco Magico, because the Nako hot permanent is born and also one of the magazine that will become soon among the most followed of the sector: "Art of Hairdressers".

1955

## THE COLD PERMANENT

Tocco Magico is one of the first companies in Italy to produce cold permanent. Its called "Red label". His plus: The innovative formula's products is very well received by the hair beauty market.

1956

## THE COLOR CRÈME

Tocco Magico Crème enriches his own range of products with the first color crème that guarantee a perfect coverage of grey hair.

1956

## THE TRAINING ACADEMY

For the company, it becomes increasingly important to include in its core business the education: Thus was created the Tocco Magico Academy, where generations of successful hairdressers will be formed.

1964

## THE BLEACHING POWDER

The fashion of those years requires the blond color and Tocco Magico responds with the Bleaching Powder Platin Vit. By mixing the

# THE HISTORY OF TOCCO MAGICO

powder with hydrogen peroxide, the hair is bleached quickly and with an amazing results.

## 1972 THE COLOR COLOR-TON

The attention to the cosmetic result, combined with the will to protect the health of the hair, gives life to the old historical color of the Company: Color-Ton. A revolutionary color, based on herbal extracts thanks to which the integrity of the skin is preserved. The pigments penetrate into the hair structure making them vibrant and shiny.

## YEARS '80 - '90 THE BIG JUMP

A very important expansion moment (if it were not for the pun of words we could say "the magic moment") for Tocco Magico. The production is enriched with various lines for the hair, with the aim of responding to new needs. Education plays an increasingly prestigious role through the relaunch of the Training's Academy Tocco Magico, created to grow professionally and humanly the young hairdressers.

## 1994 THE TRAINING'S EVOLUTION

An essential importance year for the Tocco Magico's evolution. Starting from the conviction that the education is critical to the success of the hairdressers, the brand create the Studio Fashion Research, team where the hairstyling young promises can test their owns skills. A nationwide project, that reach immediately positives results.

## 1995 UNDER THE BANNER OF INTERNATIONALISM

At the Tocco Magico's initiative, hairstylist, members of the Intercoiffure who come from all over the world meet in Taormina. A truly extraordinary event that has impressed all the participants. In the same period, Tocco Magico open his New York's commercial office, thus marking the brand's international expansion.

## 2000 THE MADE IN ITALY 100%'S VICTORY

Since the beginning of the new millennium, Tocco Magico is certified "Made in Italy 100%" and get further certifications "GMP-

Good Manufacturing Practices", "UNI EN ISO 9001", that represent an important reassurances for the consumer regarding the products: the strict control procedures, the quality's guarantee and of the international regulations about the composition and the safety of their use.

## 2012 THE COLOR MULTI COMPLEX COLOR

Tocco Magico creates a new coloring line: Multi Complex Color. An innovative formula, composed by an eco certificate protective gel of hyaluronic acid, a mixture of Herbal extracts and Betaglucan.

## TODAY THE EASTERN MARKET'S CONQUEST

Tocco Magico is one of the few Italian companies on the Chinese market , where Color Ton is now one of the most popular professional colors. And there's more... The expansion continues!

But we don't stop here ... The expansion continues!

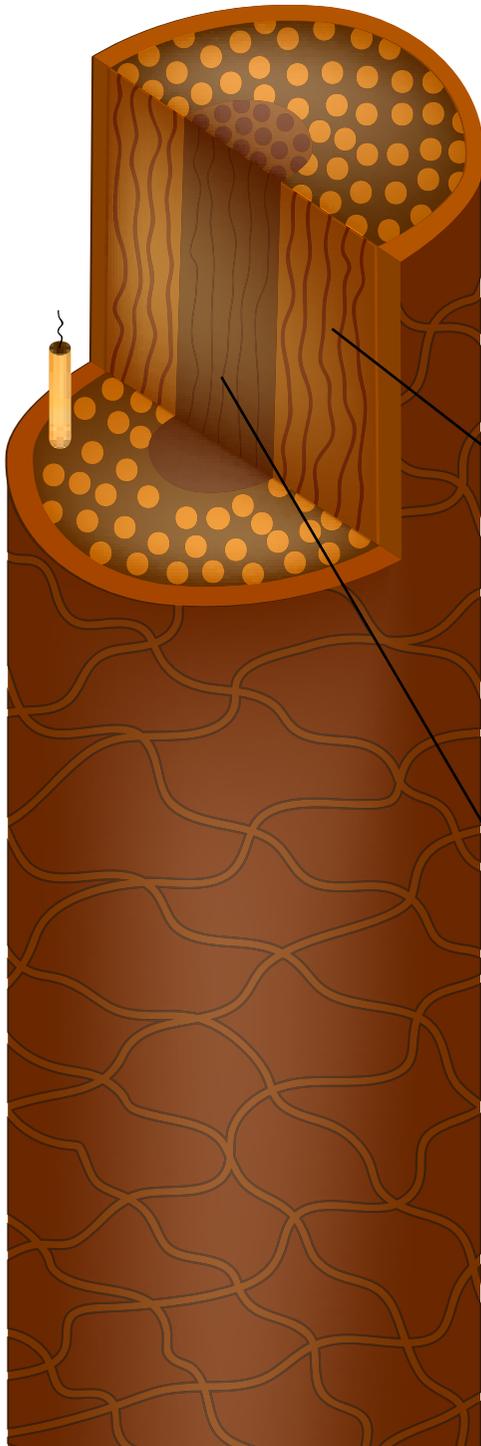




# THE BLENDING OF ART AND SCIENCE

THE BLENDING OF ART AND SCIENCE





## CUTICLE

The **cuticle** is comprised of flat, over-lapping keratin cells. Its sole purpose is to cover and protect the hair. The **cuticle** is very resistant. The first principle of all treatments (both thermal & chemical) should be to try not to alter it. The **cuticle** is colorless and transparent. The natural color of the hair depends on the cortex, which is located directly under the cuticle.

## CORTEX

This portion of the hair accounts for 75% - 95% of its bulk. The **cortex** is a cable like structure. This is where the natural pigment, known as melanin, is located. There are four natural color pigments in the hair in different proportions.

They are:

**Eumelanin** - black & brown

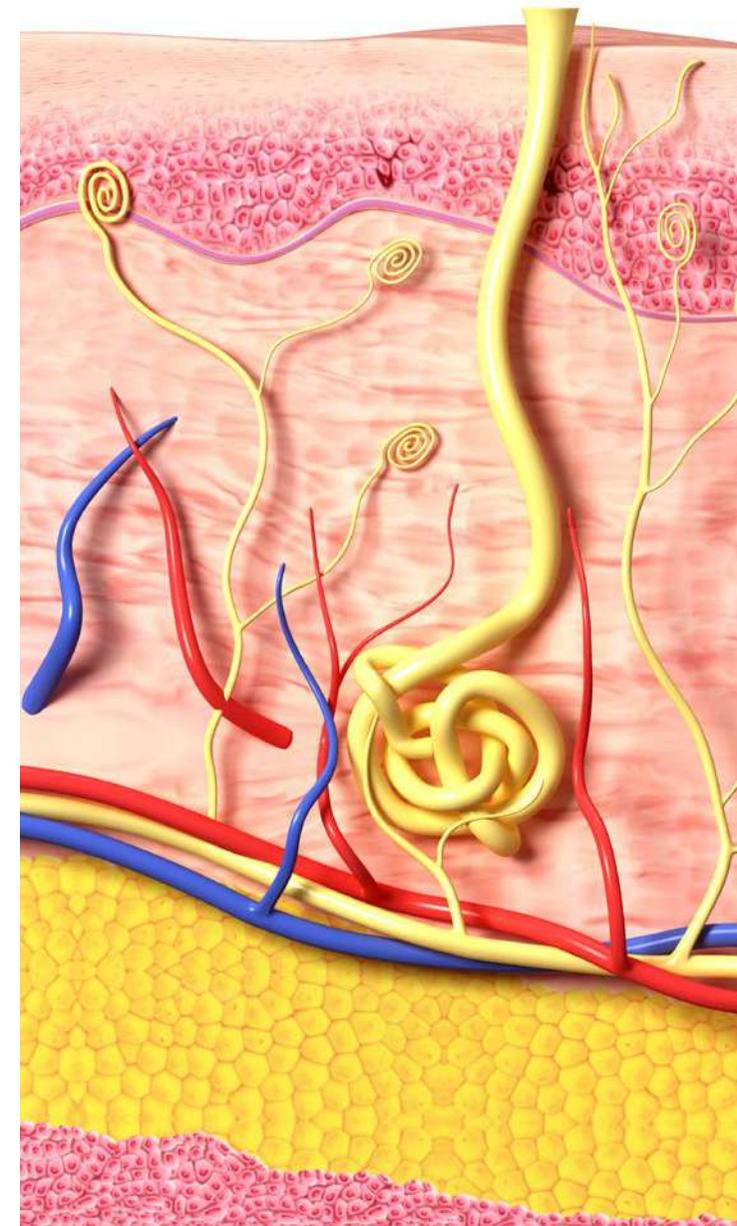
**Pheomelanin** - red & yellow

White hair contains no natural pigment.

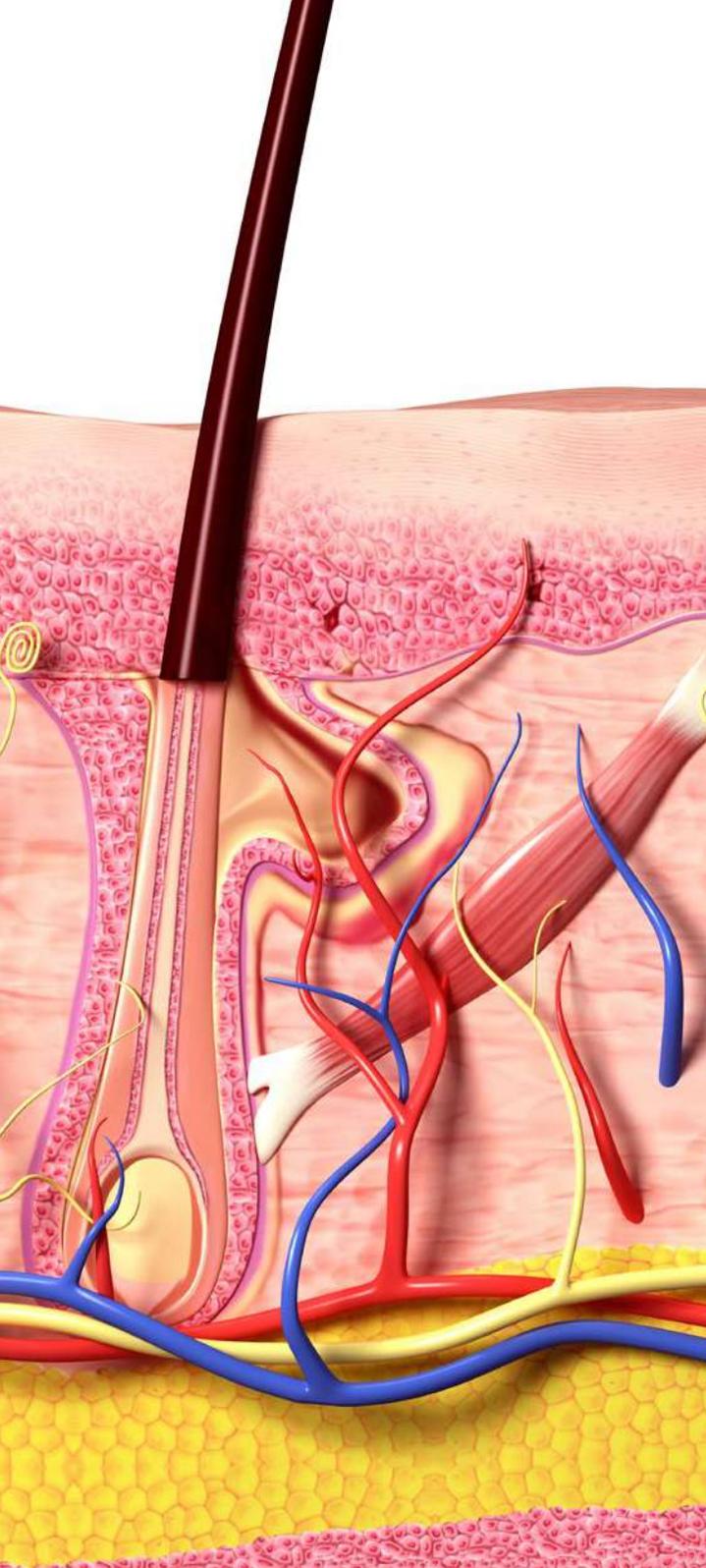
Gray hair is the interrupted production of melanin creating a gray color.

## MEDULLA

This is the inner most part of the hair; it is present sporadically, and is sometimes completely absent. Its presence has no influence on the characteristics of hair, and chemical treatments never reach it.



# HAIR STRUCTURE



## TEXTURE

A true definition of texture is simply the diameter of a single hair.

The three categories are:

FINE



MEDIUM



COARSE



The texture of the hair may vary from the back of the head to the front, but the average is found in the crown. The texture of the hair directly affects the processing time. Fine hair may absorb color more quickly and coarse hair may require longer processing time.

## POROSITY

Porosity is the ability of a substance to absorb liquid.

Porosity can be categorized as follows:

### Normal

The hair absorbs liquid in a controlled amount of time.

### Resistant

The hair absorbs only a limited amount of product. Color may appear weak. Timing adjustments may be required.

### Porous

The hair absorbs product too fast. Chemical service's process too quickly causing hair color to be too light or too dark, adjustments may be required.

### Damaged

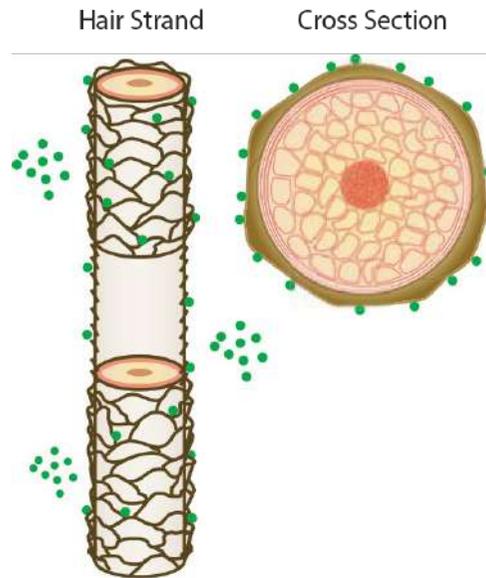
The hair absorbs the product too quickly, and loses it in an unacceptable amount of time. Corrective adjustments are necessary or the hair may not be suitable for chemical services.

## ELASTICITY

Is the ability of the hair to be stretched and return to its original form without breaking.

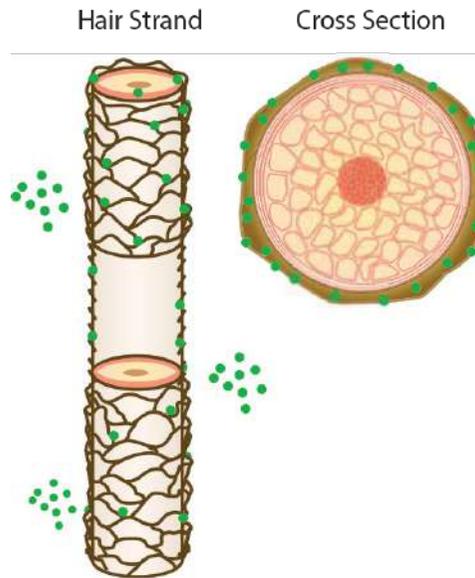
# HAIR COLOR CLASSIFICATION

## TEMPORARY HAIR COLOR



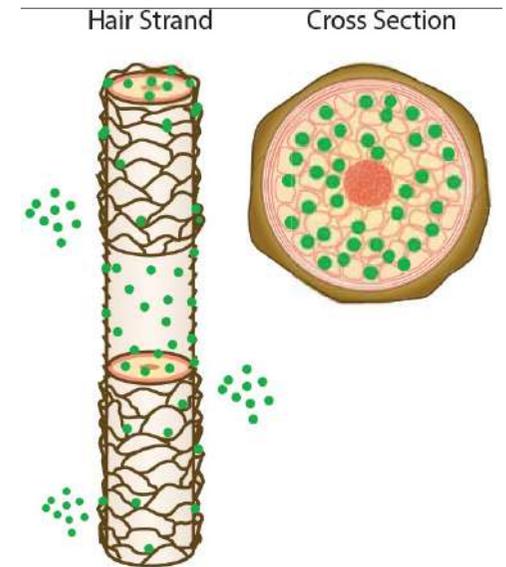
Temporary colors are made up of large color molecules that adhere to the outermost layer of the hair. They do not penetrate into the cuticle or cortex layers of the hair, unless the hair is porous. Most temporary colors are easily shampooed out.

## SEMI/DEMI-PERMANENT HAIR COLOR



A non-ammoniated, deposit only hair color that penetrates into the cuticle layers but not into the cortex layer of the hair. As a result, this color gradually fades away over a period of time.

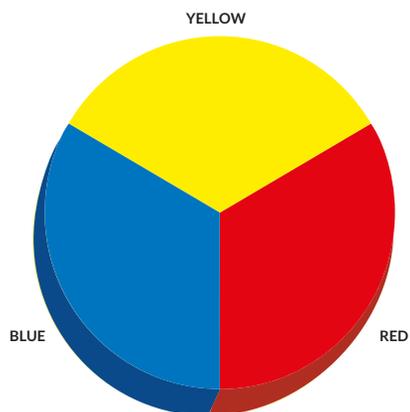
## PERMANENT HAIR COLOR



Capable of changing the natural color of the hair permanently. When mixed according to manufacturer's directions, and applied to the hair, it penetrates the cuticle and becomes permanently established in the cortex of the hair.

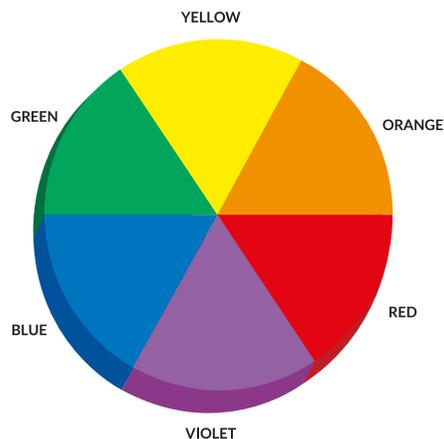
# THE LAW OF COLOR

## PRIMARY COLORS



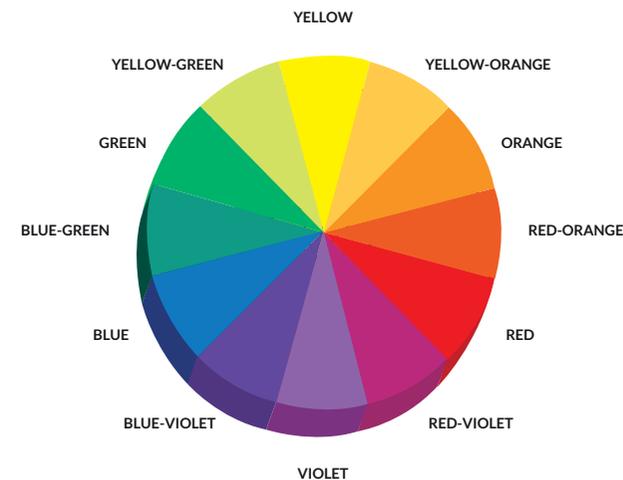
The three **primary colors** are:  
**Red, Yellow & Blue.**  
**Primary colors** are pure colors that cannot be made by mixing.

## SECONDARY COLORS



**Secondary colors** are created, by mixing two primary colors together.  
 The three **secondary colors** are **Green, Orange & Violet.**

## TERTIARY COLORS



**Tertiary colors** are created, by mixing a **primary color** with a **secondary color.**  
 The six **tertiary colors** are **Yellow-Orange, Red-Orange, Red-Violet, Blue-Violet, Blue-Green & Yellow-Green.**



# SGUARDI IN CASA D'ALTRI

...della tendenza dell'acconciatura femminile nel 1958? Alcuni acconciatori sembrano prediligere le forme alte e verticali, altri le acconciature piatte e larghe; ma ciò che importa è la riaffermazione del capello corto, a Roma come a Nuova York, a Parigi come a Londra. È stata una vittoria ottenuta a prezzo di molta fatica, perchè i capelli semilunghi parevano aver conquistato ogni donna: alla vigilia del lancio delle nuove linee parigine, possiamo dire che tutte le donne sono tornate al capello corto. Presentiamo, in questo numero, una creazione svizzera, un'acconciatura inglese e una francese, tutte sotto il segno del capello corto, anche se non cortissimo.

## AMPOING • RIFLEX •

19 MERAVIGLIOSI COLORI  
a disposizione degli acconciatori

*Per capelli naturali:*

NOIR  
BRUN  
CHATAIN FONCÉ  
CHATAIN  
CHATAIN CLAIR  
CHATAIN DORÉ  
CENDRE FONCÉ  
ACAJOU FONCÉ  
ACAJOU  
ACAJOU CLAIRE

*Per capelli ossigenati:*

ACAJOU FONCÉ  
ACAJOU  
ACAJOU CLAIRE  
CENDRE  
CENDRE CLAIRE

Shampooing  
riflex

## BARRIER CREAM SCALP PROTECTION

- Copertura perfetta dei capelli.
- Rigenera il capello.
- Colori assolutamente naturali.
- Tinge in tre o quattro toni più scuri.
- Risultati sorprendenti.
- Fastidiosa varietà di colori.
- Decolora e tinge contemporaneamente.
- Facilissima applicazione.
- Si applica senza lavare i capelli.
- Aderisce perfettamente al capello.
- È profumata e non brucia.

BARRIER CREAM - SCALP PROTECTION



# BARRIER CREAM

100ML SCALP SHIELD



## AMAZING? ABSOLUTELY!

By using a unique technology in mixing silicones, Barrier Cream creates a waterproof shield that protects the skin from hair color while allowing color to penetrate the hair.

## INSTRUCTIONS FOR USE

Apply Barrier Cream around entire hairline, including behind ears and the nape of the neck before all chemical services (hair color, bleach and perms).

EXTERNAL USE

PROFESSIONAL USE ONLY

delivers complete comfort and protection for you and your clients.





varianti  
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Ma  
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di atelier

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ature piatte e larghe  
'è stata una vittoria  
vigilia dell'ancio delle  
una creazione svizze

rediliger  
Roma c  
ngli pare  
sono tor

capello corto e la  
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ese intervistato, al-  
dannosa per le in-  
e l'artigianato.  
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femminili.  
...oscere → egli ha  
pettinature femmi-  
...semplici, da non  
...la presentazione  
...juica di un ac-  
...Un tempo, quan-  
...capelli lunghi, era  
...mannequin parte-  
...ile? senza essersi  
...el suo parrucchie-  
...i, con le attuali  
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...pratica semplicità  
...ua in 2ª pagina)

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# COLOR TON

THE HISTORICAL Tocco Magico HAIR COLOR

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COLOR TON - THE HISTORICAL TOCCO MAGICO HAIR COLOR

# COLOR-TON

THE HISTORICAL Tocco Magico HAIR COLOR



## PERMANENT HAIR COLOR

We all know how important it is to add color to our hair. More women and men too, especially in recent years, have their hair enhanced, changed, or have their grey hair diminished in salons.

Coloring hair is an art, and it is one of the most fascinating, important and profitable services that a hairdresser can offer. By changing natural and artificial hair color, it is possible to enhance certain physical features or to minimize any flaws resulting in a better appearance.

## TOCCO MAGICO CREAM HAIR COLOR WITH HERBAL EXTRACTS

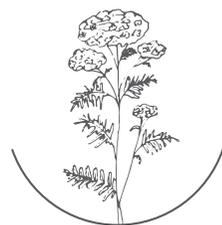
Each **Tocco Magico** hair color brand including the color-ton 100ml series, color-ton Brillanti & Speciali 52ml series and the Rhol Color 60ml series is formulated with the highest quality ingredients.

The 7 natural herbal extracts alleviate the irritating effects caused by most hair colors. The 7 natural herbal extracts are infused into the hair color molecule in a 5:1 ratio to restore, condition and protect the hair and scalp, leaving the hair soft, shiny and manageable.



# 7 HERBAL EXTRACTS

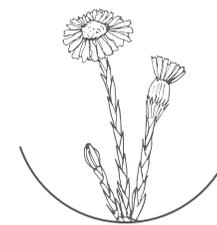
INFUSED INTO THE HAIR COLOR MOLECULE



**ALPINE YARROW**  
Protects Scalp and Skin



**BIRCH**  
Hair Restorative & Normalizer



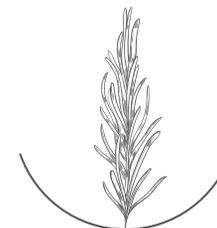
**COLTSFOOT**  
Soothing Emollient



**HORSETAIL**  
Increases Elasticity



**NETTLE**  
Creates Longer, Lasting Shine



**ROSEMARY**  
Purifier, Stimulant & Normalizer



**SAGE**  
Re-invigorates and Soothes  
the Scalp

**NOTE**  
2 of the extracts are added to enhance the hair fiber. 5 of the extracts are added to create a spa like soothing and protecting environment. The herbal extracts are imparted into the formula in a 5:1 ratio to restore, condition and protect hair and scalp.

# FEATURES

## SIMPLE...EASY...COLOR

- Numerous Colors
- Levels 1 through 13
- 7 Natural Herbal Extracts
- Rich dense shine enhanced color finish
- Natural, organic cream base
- 100% gray coverage
- Self-cleansing formula
- Protects the natural structure and integrity of hair
- Mixes equal parts: 1:1 (one part color: one part developer)
- Developer are available in 10-30 volumes and 40 volume
- For higher lift capabilities

### Calibrated Ammonia content:

|                       |       |
|-----------------------|-------|
| levels 1 - 4 :        | 1%    |
| levels 5 - 11 :       | 2%    |
| levels 12 - 13 :      | 3%    |
| SuperLightener PLUS : | 3.5%  |
| Cool Ice :            | 3.83% |
| Vanilla Ice :         | 3.83% |
| Ivory Ice :           | 3.83% |

Processing time according to dedicated developer.

## DIRECTIONS

Because of the built in surfactant you may do the following: After processing time is complete, add a SMALL amount of warm water to the color formula on the hair and emulsify into a rich, creamy lather, as this action activates the built in surfactant and offers an option for adding shampoo to the hair color process, if you choose and the density of the hair is thick you may use a color safe Tocco Magico shampoo for one light cleanse. Rinse thoroughly.



### NOTE

on Levels 1-9, 20 volume is generally recommended for slight lift and deposition. If additional lift or undertone control is desired, OXI-Color Cream Developer available in 10, 20, 30, and 40 Volume, is an option.

# FEATURES

## LEVELS

The Level is the degree of lightness or darkness of natural hair as it grows from the scalp.

|          |                   |
|----------|-------------------|
| Level 1  | Black             |
| Level 2  | Darkest Brown     |
| Level 3  | Dark Brown        |
| Level 4  | Medium Brown      |
| Level 5  | Light Brown       |
| Level 6  | Dark Blonde       |
| Level 7  | Medium Blonde     |
| Level 8  | Light Blonde      |
| Level 9  | Very Light Blonde |
| Level 10 | Lightest Blonde   |

## SHADE SELECTION - COLOR-TON 100ML SERIES

The letters for each color series, taken from the Italian verbiage, denotes the tonal bases of the color-ton 100ml series.

| Tone | Italian        | English        | Series Description                    |
|------|----------------|----------------|---------------------------------------|
| N    | Naturali       | Natural        | Natural series with a very cool base  |
| NW   | Naturali Caldi | Natural/Warm   | Natural series with warm base         |
| B    | Nero Blu       | Black          | Black                                 |
| C    | Cenere         | Ash            | Strong cool base                      |
| M    | Marrone        | Brown          | Rich chestnut brown                   |
| FM   | Marroni Moda   | Fashion Browns | Brown tones                           |
| FS   | Sabbia         | Fashion Sand   | Cool beige sand and golden beige sand |
| MH   | Miele          | Honey          | Soft Blond Honey                      |
| D    | Dorati         | Golden         | Soft gold                             |
| DR   | Dorati Ramati  | Golden-Copper  | Golden Orange/red                     |
| R    | Ramati         | Copper         | Orange/red                            |
| RR   | Ramati Ramati  | Copper Copper  | Rich Vibrant Orange/red               |
| A    | Mogano         | Mahogany       | Cool mahogany red                     |
| RS   | Rossi Speciali | Special Reds   | Cool vibrant - red hot reds           |
| FR   | Rossi          | Fashion Red    | Plum - tropical red                   |

# OXY-COLOR DEVELOPERS



## SIMPLE...EASY...COLOR

Oxi color cream developers contain cosmetic conditioning moisturizers that protect the protein structure of the hair as they are working. This is an exclusive formula containing 99% pure organic vegetable ingredients with no synthetic ingredients.

Oxi-color cream developers are available in:

**10 volume** – 3% peroxide

**20 volume** – 6% peroxide

**30 volume** – 9% peroxide

**40 volume** – 12% peroxide

### NOTE

On levels 1-9, 20 volume OXI-Color cream developer is recommended for slight lift and best deposit. If additional lift and undertone control is desired the following chart explains lifting options.

## OXI-COLOR DEVELOPER USAGE CHART

| Volume    | Suggested Use            | Levels of Lift | Processing Time |
|-----------|--------------------------|----------------|-----------------|
| 10 Volume | Deposit Only             | with 0 Levels  | 20-30 Minutes   |
| 20 Volume | Lift & Deposit with      | 1 – 2 Levels   | 30 Minutes      |
| 30 Volume | Lift & Deposit with      | 2 – 3 Levels   | 40 Minutes      |
| 40 Volume | Ultra-Light Lifting with | 3 – 4 Levels   | 45 Minutes      |

# COLOR-TON

## 100ML HIGH LIFT SERIES

While the International Level system of 1-10 is recognized, levels 1-10 are considered natural levels and levels 11 and above are considered High Lift Colors.

### UNIQUE FEATURES AND BENEFITS

- The extension of the additional levels (11, 12, and 13) will lighten the hair in smaller increments in order to maintain the integrity of the hair and control the tonal quality.
- There are 4 levels in the high lift series, levels 11, 12, 13 and PLUS.
- Each level in the high lift series will lift approximately 4 to 6 levels on a Natural level 6 or lighter each with its own specific tonal quality.

### MIXING THE COLOR-TON 100ML HIGH LIFT SERIES

The High Lift series is mixed in a 1:1 ratio - equal parts of color-ton 100ml mixed with equal parts of OXI-color 40 volume cream developer.

### EQUAL PART MIXING

This 1:1 mixing ratio is unique to Tocco Magico and therefore, it is not necessary to “double the developer” which will challenge the integrity of the hair.

### LIFT WITH CONTROLLED DEPOSIT

Because of color-ton 100mls dye pigments, the High Lift series is truly unique to the industry offering lift with controlled deposit without compromising the integrity of the hair.

### PROCESSING TIME

See following page.



# ICE SERIES

## SUPER HIGH LIFT BLONDE COLOR

### COOL ICE VANILLA ICE IVORY ICE

The Ice series is positioned within the Color-ton 100ml line

The Ice Series, a Super High Lift Color, introduces a new modern raw material complex.

The complex creates a higher viscosity enabling the production of a soft, but thicker cream.

The new technology synergizes ingredients to improve the dispersal of the colouring pigments, to obtain a more homogeneous color.

The introduction of a new technology "Silicone Mix" also enables higher penetrability inside the hair fiber. This higher penetration results in a brighter color tone with more longevity.

The "Silicone Mix" also forms an invisible shield on the surface of the hair, which will protect the hair as it emphasizes the brightness of the applied color.

The ammonia content in the new Ice Series is 3.83%

The suggested developer for lift & deposit is a double dilution 40 volume Oxi color developer 1 part Cool Ice to 2 parts 40 volume Tocco Magico developer. The base colors of the Ice Series are...

| COOL ICE       | VANILLA ICE     | IVORY ICE      |
|----------------|-----------------|----------------|
| 89% Blue       | 82% Blue        | 90% Blue       |
| 9% Pale Yellow | 15% Pale Yellow | 2% Pale Yellow |
| 2% Pale Red    | 3% Pale Red     | 8% Pale Red    |

The Ice Series introduces a new raw material complex that makes it possible to obtain a coloring cream with a higher viscosity and thus enables an optimum application on the hair.

The color is extraordinary bright and with more longevity thanks to a "silicon mix" that increases the penetrability of the coloring pigments inside the hair fiber, resulting in a homogeneous color.

Ice Series base colors: The base colors insure a cool end result, with a believable natural soft tone because of the minimal but necessary added primary colors of soft light yellow and soft light red. This soft, and perfect thickness cream assures on target application coverage.

### MIXING INSTRUCTIONS

The mix is 1-2, 1 part Ice Color Cream & 2 parts 40 volume Oxi-color developer for lift results

Processing time is 45 minutes

The mix is 1-2, 1 part Ice Color Cream & 2 parts 10 volume Oxi-color developer for toning results

Processing time is 10 - 15 minutes dependant on toning desired

This base color percentage insures a natural cool end result  
Beginning from a **High 6/ or 7 natural level.**

**A COOL END RESULT... SUPER HIGH LIFT COLOR**

# COLOR-TON

## 100ML SUPERLIGHTENER PLUS

Superlightener PLUS is a unique High Lift hair color. While it contains blue and red dye pigments (with a pastel finish), it does not contain any yellow dye pigment.

### USED FOR SINGLE PROCESS HIGH LIFT BLONDE

Since Superlightener PLUS does not contain yellow pigment, it may be used for a single process high lift blonde.

### ADDED TO COLOR-TON 100ML HIGH LIFT SERIES

Superlightener PLUS may be mixed in equal parts with any of the other colorton 100ml High Lift series to achieve an additional 1/2 to 1 level of lift.

### MAINTAINS TONAL VALUE WHEN MIXED WITH HIGH LIFT SERIES

Superlightener PLUS has the unique ability to maintain tonal value of the series with which it is mixed. The particular base color series that is used will result in a softer color finish, when PLUS is added to the formula.

### COLOR-TON HIGH LIFT SERIES USED AS TONERS

Levels 11 – 13 can also be used on Pre-lightened hair as toners, utilizing 10 Volume to create blonde tones. Timing varies from 10 - 20 minutes.

### PROCESSING TIME

Color-ton High Lift series processes for 45 minutes. Recommended without heat. The only heat sources that may be used are the light systems that are created for hair color. Never use a traditional hood dryer.



# CONSULTATION

The essential aspect in achieving client satisfaction, is a well-planned and executed consultation process. No matter how proficient you may be with your hair colouring practice, you must first communicate with your client to determine how to best please, help, or achieve his or her best possible expectations and self-image. Consultation is the ability to know when to use the correct tonal influence of warm or cool tones and how it affects the clients skin tone. Tocco Magico's consultation package contains face shape boards that position the form of the face, interior strength guides to assist in color placement, and fabrics that predict the most optimal tonal choice, and the Tocco Magico base percentage charts predict the correct color choice.

## THINK T.O.C.C.O.

**T – talk** – Communication is important between the stylist and the client. With clear communication the stylist will better understand what the client is expecting, and the client will better understand the options or limitations of hair coloring services.

**O – opinion** – The opinions of the client must be taken into consideration: i.e. “I don’t want

any red in my color. Everyone always makes me red.” (Some clients see gold as red). By understanding what has frustrated this client, we can learn more about what she or he desires, and where we must work harder to communicate a better understanding of what the underlying problem might really be and offer a solution.

**C – clarify** – Clarify for your client what you perceive her or his message to be. Reiterate in different words what she or he has told you. In addition, discuss your intended approach to achieve her or his wishes. (Color choice and technique, time and commitment).

**C – cost** – Discuss the cost of the proposed service and outline a realistic maintenance schedule. Clients appreciate a professional, forthright and honest dialogue.

**O – outstanding** – Outstanding performance is a realistic expectation when you are working with superior products and have followed a wise and prescribed method of consulting with your client.

## FORMULATION PROCEDURE:

Utilizing the following chart will make formulating color-ton 100 ml very simple

The formulation procedure is:

|              |   |
|--------------|---|
| <b>A. NL</b> | Determine the client's <b>natural level</b>   |
| <b>B. DL</b> | Determine <b>desired level</b>  |
| <b>C. DT</b> | Determine <b>desired tone</b> , taking into consideration remaining color/undertone |
| <b>D. %</b>  | Determine <b>percentage of gray</b>   |
| <b>E.</b>    | Porosity  |
| <b>F.</b>    | Developer choice for optimum results  |

# GRAY COVERAGE

It is always important to analyze the condition of the hair, since in some cases special attention is needed to obtain results that are always perfect.

The first step for gray coverage is to:

1. Establish the natural level of hair,
2. Determine the percentage of white or gray hair, and the location of white or gray hair. Texture also plays an important role.
3. Determine if your desired end result is a natural looking color or a fashion color. For natural looking results, when the percentage of white or gray hair exceeds 50% it is advisable to mix up to 1/2 of the color mixture with NW series, and the other 1/2 of color formulation should be the tonal family you desire.

A creative option and for softer and warmer results you can add a small percentage of DR(Dorati Ramati) series or a portion of the formula with the natural Series for softer and warmer result.

## RS SERIES AND GRAY COVERAGE

“RS”Series - Tocco Magico’s Special Reds for creating a unique fashion look. This series can be used on 100% white or gray hair, without using any natural series to achieve beautiful reds, with 100% gray coverage.

The “RS” Series is formulated from a brown base with infused red pigment.

### NOTE

only the RS series is generally capable of this result without the addition of a natural series.

## RESISTANT GRAY HAIR

For resistant gray hair that is in some situations difficult to color, we suggest pre-softening. To pre-soften:

1. Choose a level, one level lighter than the desired end result in a DR (Dorati Ramati) or D series, for less aggressive grey.

2. Mix needed amount of color (Dependant on surface to cover) and mix with distilled water.
3. Apply immediately color mixture to needed areas of white, grey or resistant.
4. Apply pre determined color formula directly over the pre-softened areas and to the whole head as your normal application.
5. **Option 2:** After apply color formula in normal fashion and wrap in plastic bag with added hair holes and place under heat for 5 minutes, remove plastic bag and hair from heat and process for predetermined time for volume used.
6. Generally and in most cases 20 volume would be used.

# INSTRUCTIONS FOR USE

## 100ML COLOR-TON

Tocco Magico is positioned to be one of the best hair color in the industry for addressing grey coverage at all levels.

Tocco Magico Color-ton 100ml offers 2 series to optimally cover grey hair.

### N (Natural) Series

#### Has a unique cool base

- This series was created to control underlying warmth while still having the ability to cover grey.
- All natural hair color has warmth “red/orange/yellow” that is exposed when the hair is being permanently colored.
- The colorist needs to choose to “enhance” or “control” that warmth.
- With Tocco Magico N Series, the control is already built into the color so the colorist does not have to do any additional mixing for the control.
- This series will be better utilized when a cooler end result is desired.

### NW (Nature Warm) Series

#### Has added warmth

- The purpose of this gray cover series is to optimally cover resistant gray hair.
- As hair greys, it becomes void of any color pigment.
- The most essential pigments to put back into the hair to achieve depth for gray coverage are the warm tones.
- The NW Series offers incredible, on-level grey coverage, while giving a naturally warm coverage.
- This series will be better utilized with more resistant grey or when a warmer end result is desired.

If a subtle blending of cool & warm is desired the N (Natural) Series and the NW (Natural Warm) Series can be combined to create a custom color nuance for your professional vision.

The Availability of the DR series and D series can also address grey coverage

## INSTRUCTIONS FOR USE OF COLOR-TON 100ML

To measure color-ton 100ml most accurately, it is suggested to use the Tocco Magico electronic scale:

1. Place a non-metallic bowl or shaker onto the electronic scale;
2. Press the on/off button to clear weight of the bowl;
3. Measure desired grams/ounces of color into bowl;
4. Cream/stir color with a flat brush;
5. Reset scale to zero, again by touching the on/off button;
6. Add the appropriate OXI-color developer in equal amounts. (color-ton 100ml is mixed equal amounts of OXI-color developer).

# INSTRUCTIONS FOR USE

## 100ML COLOR-TON

If you do not have an electronic scale, the color-ton 100ml tube is marked in 25ml/oz. increments (ounces or milliliters) on the tube.

Using your Tocco Magico Color Key, simply wind your key down to the first 25ml line for retouch or to 50 ml for virgin application.

Using your Tocco Magico Measuring Beaker, pour in the appropriate amount of OXI-color Developer.

### NOTE

If you are used to working with ounces:  
1 ounce = approximately 30mls

# INSTRUCTION OF USE

## 100ML COLOR-TON

### VIRGIN APPLICATION GOING LIGHTER

1. Perform a patch test.
2. Gently shampoo and towel blot
3. Apply Tocco Magico barrier Cream (high quality silicone cream to protect and inhibit skin staining) around the entire hair and neckline.
4. Divide the hair into 4 sections
5. **Option 1**

a. Mix and apply the color formula and pre determined developer with a flat brush on 1/4" partings to both sides of the (cold shaft) mid shaft to 1/2" inch from the ends of the hair and 1/2" from the scalp area to both sides of the hair section.

Color application should begin at the most resistant and/or darkest area of the head. Process for approximately 1/2 of the total time for the developer selected.

b. Apply remaining pre-determined formula and developer to the root area and through the 1/2" ends.

c. Process for the full time for developer selected. Option 1 technique should be followed when using 40 volume.

#### Option 2

a. Mix and apply the color formula to both sides of the hair section (as above, with the following alteration). Mix formula for (cold shaft) mid shaft application with next highest developer choice, or 10 volume higher.

#### I.E. (EXAMPLE)

20 volume regrowth, 30 volume cold /or midshaft,  
30 volume regrowth, 40 volume cold /or mid shaft

b. Apply the higher volume formula mixture to both sides of the cold shaft / mid shaft to 1/2" inch from the scalp area to 1/2" inch from the ends.

c. Remix and apply the lower volume formula to the root area, and through to the ends.

d. Process for the root developer time instruction. Option 1 technique should be followed when using 40 volume.

When processing is complete, follow Tocco Magico self cleansing technique, follow with Tocco Magico support products.

### VIRGIN APPLICATION GOING DARKER

1. Perform patch test.
2. Section hair into four sections
3. Apply Tocco Magico Barrier Cream
4. Apply pre determined formula to the section partings
5. Using 1/4" inch partings apply the formula to the root area, then immediately work through entire strand.
6. Process for the time determined by the developer
7. Follow procedure for color removal and cleansing from Tocco Magico.

### RETOUCH APPLICATION

1. Apply barrier cream around the entire hairline
2. Divide the hair into 4 sections
3. Using 1/4" inch partings, apply color formula and developer to the regrowth area to both sides of the hair section. Process for developer time if no color balance is needed for the ends.

### KEEP IN MIND

1. If there is more than 10% white hair, apply first where there is white hair. Always formulate for gray / white hair. There may be a need to pre-pigmentize the extremely gray / white regrowth.
2. If refreshing the ends when necessary, add water to the remaining formula and apply to faded mid shaft and ends during the last 5-10 minutes. When increasing vibrancy of Reds, use Rhol Color or re mix with 5 volume mixture.

# SUMMARY TABLE

## MIXING & PROCESSING TIMES

On average length hair Virgin Application

### COMPLETE APPLICATION

(color-ton 100ml mixes 1:1 equal parts - color to developer)

50 ml (1/2 tube) color + 50 ml OXI-color cream developer

Proportion amounts may vary according to quantity needed

### RETOUCH

25 ml (1/4 tube) color + 25 ml OXI-color developer of choice

Note: Use Tocco Magico Electronic Scale for accurate measuring. Or each tube is clearly marked in ounces and ml making measuring easy (ml and cc are the same metric system measurements). Use our scale or measuring beaker to accurately measure the equal amounts of OXI-color cream developer

### PROCESSING TIME ACCORDING TO DEDICATED DEVELOPER

(refer to "OXI-color developer usage chart" p 9)

### RESISTANT GRAY COVERAGE

Additional 5 minutes of processing time may be added if needed

### HIGH LIFT SERIES: Levels 11 through 13 & Plus

Use OXI-color 40 volume cream developer for highest lift

And optional volumes may be used for less aggressive lift

Processing Time: 45 minutes

### SUPER HIGH LIFT: ICE SERIES

For the SUPER High Lift...Ice series,

use OXI-color 40 volume cream developer at a double dilution

1 Part Color, 2 Parts 40 Volume Developer

Processing Time: 45 minutes

ICE SERIES can be used as a control toner to diminish unwanted brass tones

USE a double dilution of 10 Volume OXI-color Developer

TONE ONLY—1 Part Ice Color to 2 Parts 10 Volume Developer

Processing time may vary dependant on control desired

Process for 3- 15 minutes with constant attention

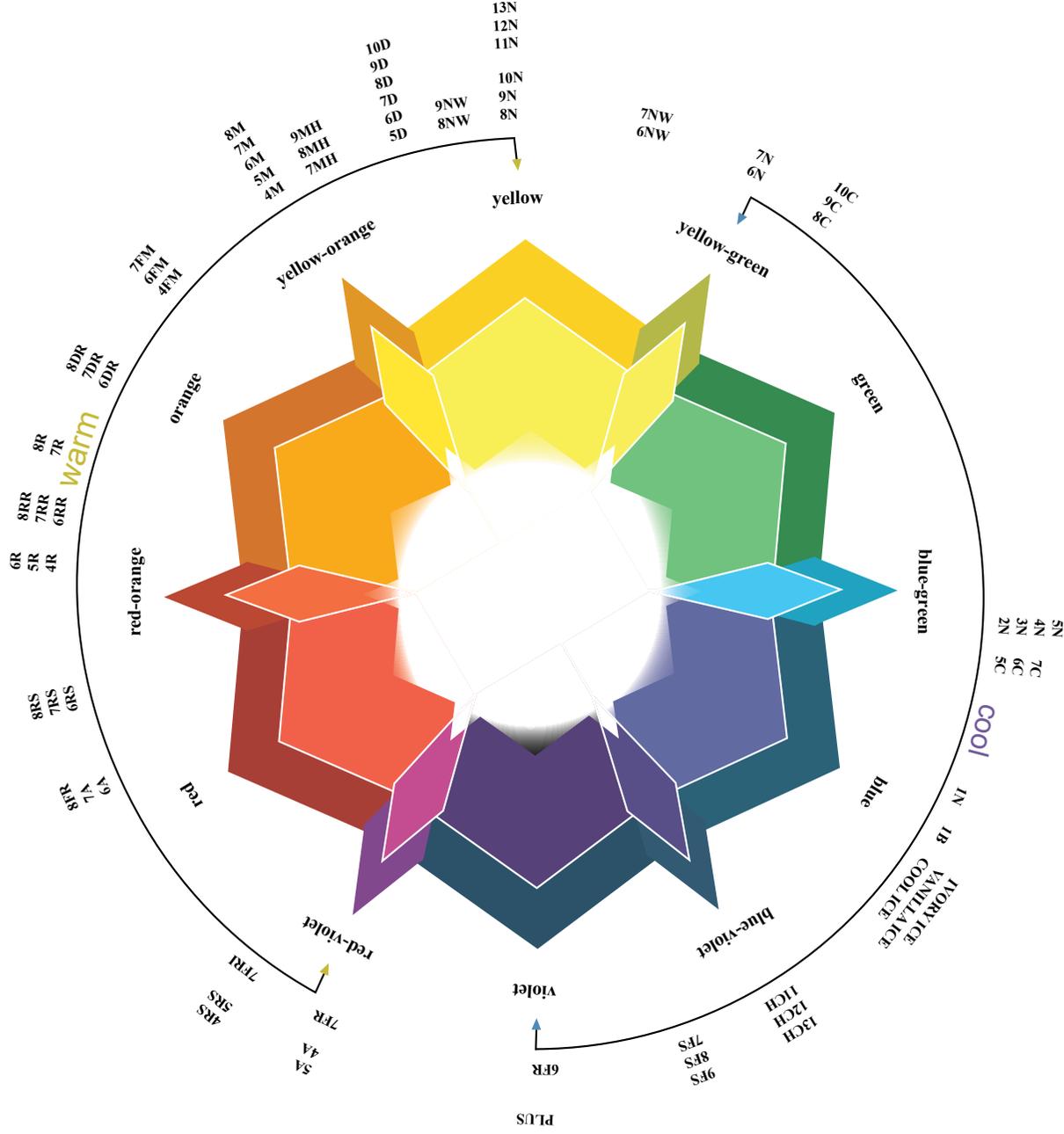
## SELF-CLEANSING FORMULA

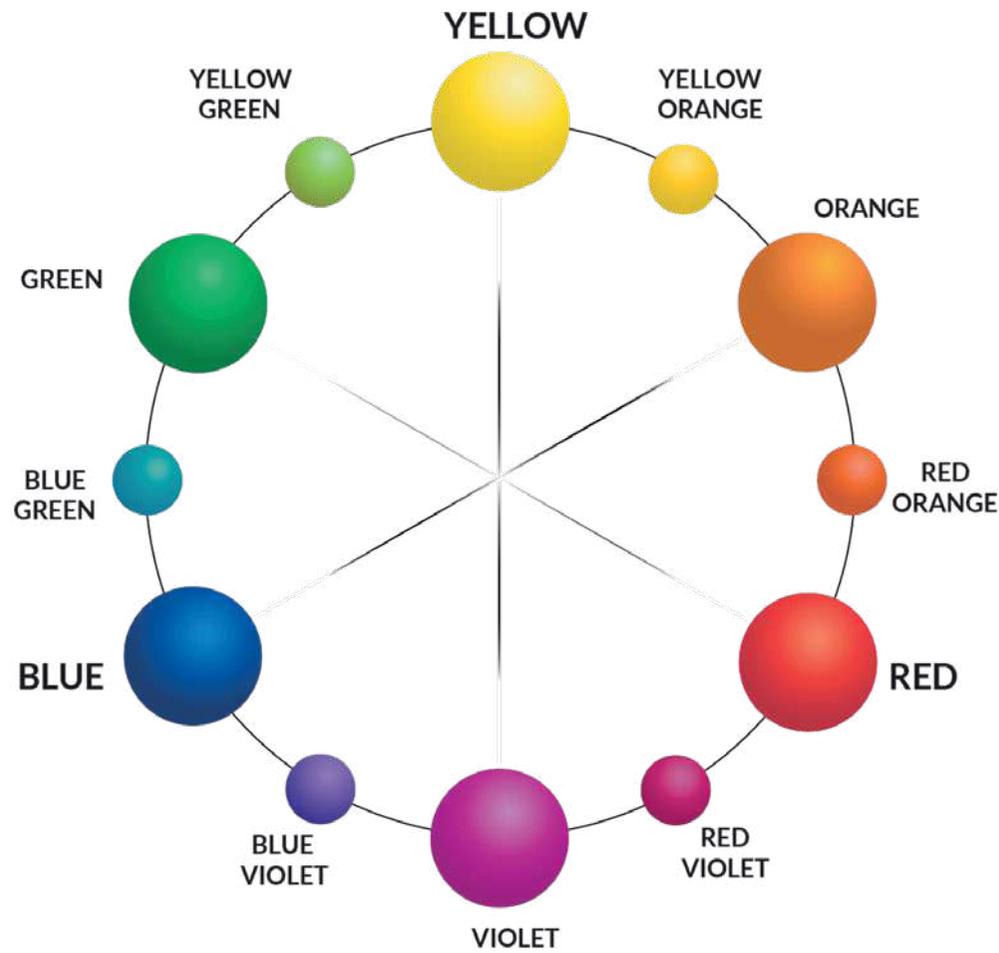
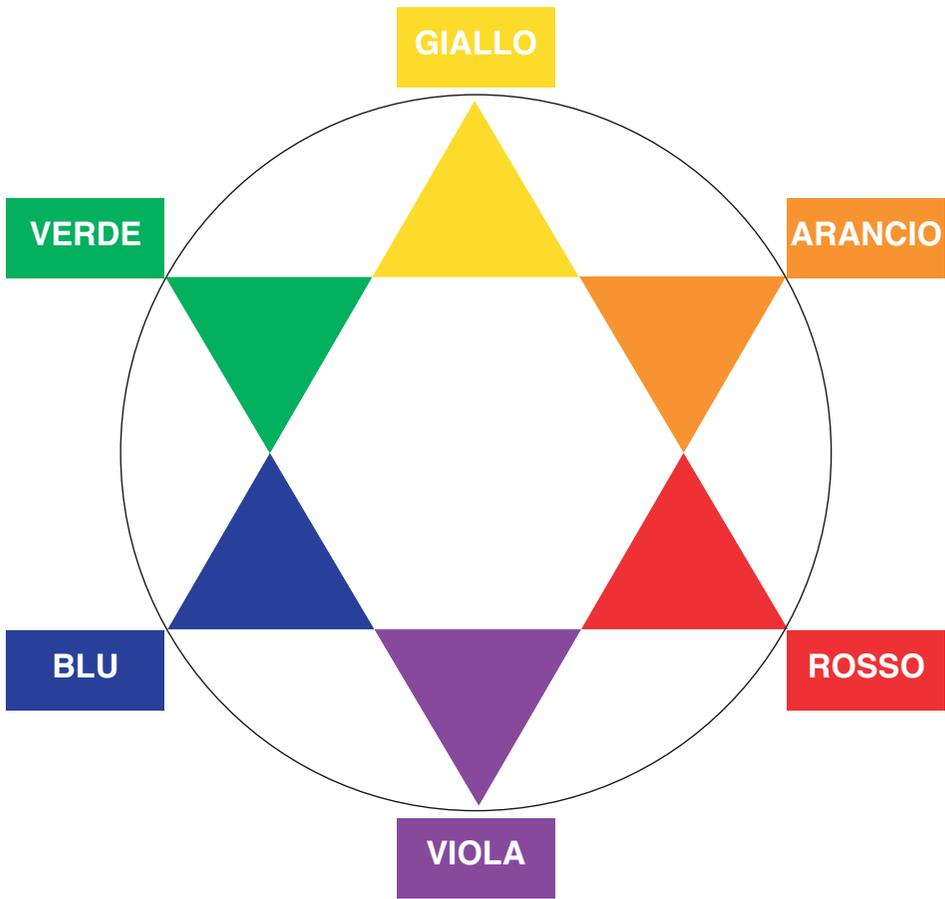
Always cleanse and towel blot the hair prior to color formula application.

Color-ton Tocco Magico 100ml with herbal extracts has a self-cleansing formula so shampooing is not always necessary.

1. After the color processing time is complete, simply add a small amount of warm or tepid water to the processed color on the hair Lather and rinse.
2. Rinse thoroughly, additional Tocco Magico Color Safe Shampoos may be used for a light 2nd cleanse on thick or coarse hair.
3. Apply Palvin-bid, a unique pH normalizer, chemical scavenger, sealer, and hair conditioner. Emulsify on towel-blotted hair and leave on for 2-3 minutes, and rinse. If the hair is thick and coarse a second application may be used. Style as usual.

# LAW OF COLOR





color spectrum combinations  
of primary and secondary colors, create tertiary colors  
opposite colors neutralize each other

# BASE COLORS

## BREAKDOWN OF THE COLOR PIGMENTS PRESENT IN THE CREAM

% Blue    % yellow    % Red

### NATURAL

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 1 N  | 85     | 13       | 2     |
| 2 N  | 63     | 34       | 3     |
| 3 N  | 58     | 38       | 4     |
| 4 N  | 55     | 41       | 4     |
| 5 N  | 50     | 46       | 4     |
| 6 N  | 40     | 57       | 3     |
| 7 N  | 30     | 68       | 2     |
| 8 N  | 15     | 83       | 2     |
| 9 N  | 10     | 88       | 2     |
| 10 N | 7      | 91       | 2     |

### NATURALLY WARM

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 6 NW | 35     | 57       | 8     |
| 7 NW | 25     | 68       | 7     |
| 8 NW | 10     | 83       | 7     |
| 9 NW | 6      | 88       | 6     |

### BLUE

|     | % Blue | % yellow | % Red |
|-----|--------|----------|-------|
| 1 B | 100    | 0        | 0     |

### ASH

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 5 C  | 50     | 45       | 5     |
| 6 C  | 49     | 45       | 6     |
| 7 C  | 49     | 46       | 5     |
| 8 C  | 27     | 71       | 2     |
| 9 C  | 21     | 78       | 1     |
| 10 C | 20     | 78       | 2     |

### BROWN

|     | % Blue | % yellow | % Red |
|-----|--------|----------|-------|
| 4 M | 30     | 35       | 35    |
| 5 M | 25     | 40       | 35    |
| 6 M | 20     | 45       | 35    |
| 7 M | 18     | 52       | 30    |
| 8 M | 15     | 55       | 30    |

% Blue    % yellow    % Red

### FASHION BROWNS

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 4 FM | 30     | 32       | 38    |
| 6 FM | 20     | 42       | 38    |
| 7 FM | 18     | 60       | 22    |

### FASHION SAND

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 7 FS | 30     | 64       | 6     |
| 8 FS | 29     | 65       | 6     |
| 9 FS | 15     | 84       | 1     |

### HONEY

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 7 MH | 14     | 74       | 12    |
| 8 MH | 13     | 75       | 12    |
| 9 MH | 12     | 77       | 11    |

### GOLDEN

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 5 D  | 26     | 67       | 7     |
| 6 D  | 22     | 71       | 7     |
| 7 D  | 18     | 74       | 8     |
| 8 D  | 18     | 76       | 6     |
| 9 D  | 16     | 80       | 4     |
| 10 D | 8      | 86       | 6     |

### GOLDEN-COPPER

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 6 DR | 17     | 55       | 28    |
| 7 DR | 16     | 59       | 25    |
| 8 DR | 12     | 66       | 22    |

### COPPER

|     | % Blue | % yellow | % Red |
|-----|--------|----------|-------|
| 4 R | 16     | 42       | 42    |
| 5 R | 15     | 43       | 42    |
| 6 R | 14     | 44       | 42    |
| 7 R | 13     | 55       | 32    |
| 8 R | 10     | 64       | 26    |

### COPPER-COPPER

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 6 RR | 10     | 45       | 45    |
| 7 RR | 7      | 48       | 45    |
| 8 RR | 5      | 50       | 45    |

% Blue    % yellow    % Red

### MAHOGANY

|     | % Blue | % yellow | % Red |
|-----|--------|----------|-------|
| 4 A | 24     | 28       | 48    |
| 5 A | 21     | 32       | 47    |
| 6 A | 19     | 45       | 36    |
| 7 A | 16     | 41       | 43    |

### SPECIAL REDS

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 4 RS | 22     | 42       | 36    |
| 5 RS | 18     | 42       | 40    |
| 6 RS | 15     | 42       | 43    |
| 7 RS | 13     | 42       | 45    |
| 8 RS | 3      | 32       | 65    |

### FASHION REDS

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 6 FR | 17     | 3        | 80    |
| 7 FR | 7      | 25       | 68    |
| 7FRI | 7      | 20       | 73    |
| 8 FR | 4      | 22       | 74    |

### HIGH LIFT

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 11 N | 6      | 92       | 2     |
| 12 N | 5      | 93       | 2     |
| 13 N | 4      | 94       | 2     |

### SUPERLIGHTENER

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| PLUS | 81     | 0        | 19    |

### ICE SERIES

|         | % Blue | % yellow | % Red |
|---------|--------|----------|-------|
| COOL    | 89     | 9        | 2     |
| VANILLA | 82     | 15       | 3     |
| IVORY   | 90     | 2        | 8     |

### PIETRE PREZIOSE

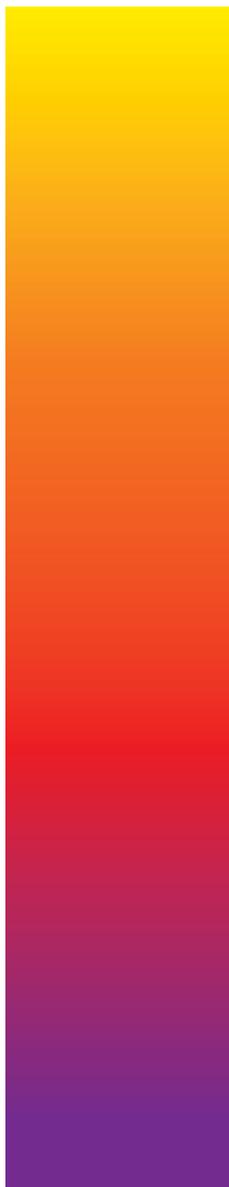
|       | % Blue | % yellow | % Red |
|-------|--------|----------|-------|
| 4 P   | 50     | 50       | 0     |
| 4.5 P | 90     | 5        | 5     |
| 5 P   | 45     | 0        | 55    |
| 6.5 P | 0      | 0        | 100   |
| 8.5 P | 0      | 40       | 60    |
| 8 P   | 0      | 75       | 25    |

# COLOR GUIDE

## COLOR LEVELS

-  13 Ultra Light Blond
-  12 Extra Light Blond
-  11 Super Light Blond
-  10 Double Light Blond
-  9 Very Light Blond
-  8 Light Blond
-  7 Blond
-  6 Dark Blond
-  5 Light Chestnut
-  4 Chestnut
-  3 Dark Chestnut
-  2 Brown
-  1 Black

## UNDERTONES



## COMPLIMENTARY TONES



## OXI-COLOR DEVELOPER USAGE CHART

| Volume    | Suggested Use            | Levels of Lift | Processing Time |
|-----------|--------------------------|----------------|-----------------|
| 10 Volume | Deposit Only             | with 0 Levels  | 20-30 Minutes   |
| 20 Volume | Lift & Deposit with      | 1 - 2 Levels   | 30 Minutes      |
| 30 Volume | Lift & Deposit with      | 2 - 3 Levels   | 40 Minutes      |
| 40 Volume | Ultra-Light Lifting with | 3 - 4 Levels   | 45 Minutes      |

### NOTE

On Levels 1-9 20 volume Oxi Cream Developer is the general recommendation for slight lift and best deposit. If more or undertone control is desired, refer to the Oxi-color usage chart below.

# COLOR SYNTHESIS

Designed for all colorists to approach a simplistic method into the art of hair color, the **Color Synthesis** provides **3 Contributing Factors**, ensuring absolute control of all color variables.

## CONTRIBUTING FACTOR 1 The International level system

Level 1 being the darkest  
Level 10 being the lightest

|          |                   |
|----------|-------------------|
| Level 1  | Black             |
| Level 2  | Darkest Brown     |
| Level 3  | Dark Brown        |
| Level 4  | Medium Brown      |
| Level 5  | Light Brown       |
| Level 6  | Dark Blonde       |
| Level 7  | Medium Blonde     |
| Level 8  | Light Blonde      |
| Level 9  | Very Light Blonde |
| Level 10 | Lightest Blonde   |

**Example: Color Synthesis Contributing Factor 1**  
**6 Color working at a 6 level**

## CONTRIBUTING FACTOR 2 Tonal Lettering System

**Tocco Magico** is Italian. Therefore, the lettering system is based on Italian.

| Tone | Italian          | English         |
|------|------------------|-----------------|
| N    | Naturali         | Natural         |
| NW   | Naturali Caldi   | Natural/Warm    |
| B    | Nero Blu         | Black           |
| C    | Cenere           | Ash             |
| M    | Marrone          | Brown           |
| FM   | Marroni Moda     | Fashion Browns  |
| FS   | Sabbia           | Fashion Sand    |
| MH   | Miele            | Honey           |
| D    | Dorati           | Golden          |
| DR   | Dorati Ramati    | Golden-Copper   |
| R    | Ramati           | Copper          |
| RR   | Ramati Ramati    | Copper Copper   |
| A    | Mogano           | Mahogany        |
| RS   | Rossi Speciali   | Special Reds    |
| FR   | Rossi            | Fashion Red     |
| ICE  | Series           | Super High Lift |
| PLUS | Super Schiarente | High Lift       |
|      |                  |                 |
|      |                  |                 |
|      |                  |                 |

**Example: Color Synthesis Contributing Factor 2**  
**NW Tonal Value Natural Warm**

## CONTRIBUTING FACTOR 3 Base Color Percentage Example

Unique to **Tocco Magico**, *Base Color Percentage* will provide the advanced color artist with total artist control.

Actual Base Color Percentages of **BLUE**, **YELLOW** and **RED** for each **Color-ton Tocco Magico** with herbs 100ml selection.

Utilizing **Color Synthesis**  
Level of desired results: **6**  
Tonal Letter: **NW**

From the above combination 6NW, the following information comes to light.  
Color Synthesis contributing factor: **1 6**  
color working at a **6 level** Color Synthesis contributing factor: **2 NW** tonal value **Natural Warm**.

**Example: Color Synthesis Contributing Factor 3**  
Base color percentage of 6NW  
Dark Warm Blond:

|        |     |        |
|--------|-----|--------|
| BLUE   | 35% | } 100% |
| YELLOW | 57% |        |
| RED    | 8%  |        |

Only **Tocco Magico** with **Color Synthesis** provides you with this priceless tool.  
Here, for the first time, the advanced color artist has a tool to achieve precise and predictable color every time.

# CONTRIBUTING FACTORS

| LEVELS                      | 1N     |        |        | 2N     |        |        | 3N            |        |        | 4N       |        |        | 5N             |        |        | 6N         |        |        | 7N     |        |        | 8N          |        |        | 9N               |        |        | 10N            |        |        |      |        |     |
|-----------------------------|--------|--------|--------|--------|--------|--------|---------------|--------|--------|----------|--------|--------|----------------|--------|--------|------------|--------|--------|--------|--------|--------|-------------|--------|--------|------------------|--------|--------|----------------|--------|--------|------|--------|-----|
| FINAL RESULT NATURAL SERIES |        |        |        |        |        |        |               |        |        |          |        |        |                |        |        |            |        |        |        |        |        |             |        |        |                  |        |        |                |        |        |      |        |     |
| NAME OF COLOR LEVELS        | Black  |        |        | Brown  |        |        | Dark Chestnut |        |        | Chestnut |        |        | Light Chestnut |        |        | Dark Blond |        |        | Blond  |        |        | Light Blond |        |        | Very Light Blond |        |        | Lightest Blond |        |        |      |        |     |
| PRIMARY COLORS              | blue   | yellow | red    | blue   | yellow | red    | blue          | yellow | red    | blue     | yellow | red    | blue           | yellow | red    | blue       | yellow | red    | blue   | yellow | red    | blue        | yellow | red    | blue             | yellow | red    | blue           | yellow | red    | blue | yellow | red |
| QUANTITIES IN PERCENTAGE    | 85     | 13     | 2      | 63     | 34     | 3      | 58            | 38     | 4      | 55       | 41     | 4      | 50             | 46     | 4      | 40         | 57     | 3      | 30     | 68     | 2      | 15          | 83     | 2      | 10               | 88     | 2      | 7              | 91     | 2      | 7    | 91     | 2   |
| PRIMARY AMOUNTS             |        |        |        |        |        |        |               |        |        |          |        |        |                |        |        |            |        |        |        |        |        |             |        |        |                  |        |        |                |        |        |      |        |     |
| TONES                       | Warmer | Cooler | Warmer | Cooler | Warmer | Cooler | Warmer        | Cooler | Warmer | Cooler   | Warmer | Cooler | Warmer         | Cooler | Warmer | Cooler     | Warmer | Cooler | Warmer | Cooler | Warmer | Cooler      | Warmer | Cooler | Warmer           | Cooler | Warmer | Cooler         | Warmer | Cooler |      |        |     |
| ENHANCERS                   | N.A.   | 1B     | N.A.   | N.A.   | N.A.   | N.A.   | 4RS 4A        | 4R     | N.A.   | 5RS 5A   | 5R 5D  | N.A.   | 6RS 6A         | 6R 6D  | 6C     | 7RS 7A     | 7R 7D  | 7C     | 8RS 8R | 8D     | 8C     | 9D          | 9C     | N.A.   | 10C              |        |        |                |        |        |      |        |     |

Example:

To achieve a warmer result, use these suggested shades. Colors are listed from most amount of red to least amount of red.

| LEVELS                             | 6NW             |        |     |
|------------------------------------|-----------------|--------|-----|
| FINAL RESULT NATURALLY WARM SERIES |                 |        |     |
| NAME OF COLOR LEVELS               | Dark Warm Blond |        |     |
| PRIMARY COLORS                     | blue            | yellow | red |
| QUANTITIES IN PERCENTAGE           | 35              | 57     | 8   |
| PRIMARY AMOUNTS                    |                 |        |     |
| TONES                              | Warmer          | Cooler |     |
| ENHANCERS                          | 6RS 6A          | 6R 6D  | 6C  |

**Contributing Factor: 1**  
Color working at: 6 level

**Contributing Factor: 2**  
Tonal Letter: NW - Natural Warm

**Contributing Factor: 3**  
Base Color Percentage

Blue 35%  
Yellow 57%  
Red 8%

Blue and Yellow make up 92% of 6NW  
This will provide a strong Yellow-Green Base

100%

| LEVELS                             | 7NW        |        |     | 8NW              |        |     | 9NW                   |        |     |
|------------------------------------|------------|--------|-----|------------------|--------|-----|-----------------------|--------|-----|
| FINAL RESULT NATURALLY WARM SERIES |            |        |     |                  |        |     |                       |        |     |
| NAME OF COLOR LEVELS               | Warm Blond |        |     | Light Warm Blond |        |     | Very Light Warm Blond |        |     |
| PRIMARY COLORS                     | blue       | yellow | red | blue             | yellow | red | blue                  | yellow | red |
| QUANTITIES IN PERCENTAGE           | 25         | 68     | 7   | 10               | 83     | 7   | 6                     | 88     | 6   |
| PRIMARY AMOUNTS                    |            |        |     |                  |        |     |                       |        |     |
| TONES                              | Warmer     | Cooler |     | Warmer           | Cooler |     | Warmer                | Cooler |     |
| ENHANCERS                          | 7RS 7A     | 7R 7D  | 7C  | 8RS 8R           | 8D     | 8C  | 9D                    | 9C     |     |

# CONTRIBUTING FACTORS

| LEVELS                             | 4FM       |          |        | 6FM             |        |        | 7FM    |        |        |
|------------------------------------|-----------|----------|--------|-----------------|--------|--------|--------|--------|--------|
| FINAL RESULT FASHION BROWNS SERIES |           |          |        |                 |        |        |        |        |        |
| NAME OF COLOR LEVELS               |           |          |        |                 |        |        |        |        |        |
| PRIMARY COLORS                     | blue      | yellow   | red    | blue            | yellow | red    | blue   | yellow | red    |
| QUANTITIES IN PERCENTAGE           | 30        | 32       | 38     | 20              | 42     | 38     | 18     | 60     | 22     |
| PRIMARY AMOUNTS                    |           |          |        |                 |        |        |        |        |        |
| TONES                              | Warmer    |          | Cooler | Warmer          |        | Cooler | Warmer |        | Cooler |
| ENHANCERS                          | 7RS<br>7A | 7R<br>7D | 7C     | 8RS<br>8D<br>8R | 8D     | 8C     | N.A.   |        | 9C     |

| LEVELS                   | 5C                    |          |        | 6C                    |          |        | 7C        |        |        | 8C              |          |        | 9C                   |        |        | 10C                    |        |        |
|--------------------------|-----------------------|----------|--------|-----------------------|----------|--------|-----------|--------|--------|-----------------|----------|--------|----------------------|--------|--------|------------------------|--------|--------|
| FINAL RESULT ASH SERIES  |                       |          |        |                       |          |        |           |        |        |                 |          |        |                      |        |        |                        |        |        |
| NAME OF COLOR LEVELS     | Light Ash Chestnut    |          |        | Dark Ash Blond        |          |        | Ash Blond |        |        | Light Ash Blond |          |        | Very Light Ash Blond |        |        | Double Light Ash Blond |        |        |
| PRIMARY COLORS           | blue                  | yellow   | red    | blue                  | yellow   | red    | blue      | yellow | red    | blue            | yellow   | red    | blue                 | yellow | red    | blue                   | yellow | red    |
| QUANTITIES IN PERCENTAGE | 50                    | 45       | 5      | 49                    | 45       | 6      | 49        | 46     | 5      | 27              | 71       | 2      | 21                   | 78     | 1      | 20                     | 78     | 2      |
| PRIMARY AMOUNTS          |                       |          |        |                       |          |        |           |        |        |                 |          |        |                      |        |        |                        |        |        |
| TONES                    | Warmer                |          | Cooler | Warmer                |          | Cooler | Warmer    |        | Cooler | Warmer          |          | Cooler | Warmer               |        | Cooler | Warmer                 |        | Cooler |
| ENHANCERS                | 5RS<br>5A<br>5D<br>5R | 5N<br>5D | N.A.   | 6RS<br>6A<br>6D<br>6R | 6N<br>6D | N.A.   | N.A.      | N.A.   | N.A.   | 8RS<br>8R       | 8N<br>8D | N.A.   | 9N<br>9D             | N.A.   | N.A.   | 10N                    | N.A.   | N.A.   |

| LEVELS                    | 7MH       |          |        | 8MH             |        |        | 9MH    |        |        |
|---------------------------|-----------|----------|--------|-----------------|--------|--------|--------|--------|--------|
| FINAL RESULT HONEY SERIES |           |          |        |                 |        |        |        |        |        |
| NAME OF COLOR LEVELS      |           |          |        |                 |        |        |        |        |        |
| PRIMARY COLORS            | blue      | yellow   | red    | blue            | yellow | red    | blue   | yellow | red    |
| QUANTITIES IN PERCENTAGE  | 14        | 74       | 12     | 13              | 75     | 12     | 12     | 77     | 11     |
| PRIMARY AMOUNTS           |           |          |        |                 |        |        |        |        |        |
| TONES                     | Warmer    |          | Cooler | Warmer          |        | Cooler | Warmer |        | Cooler |
| ENHANCERS                 | 7RS<br>7A | 7R<br>7D | 7C     | 8RS<br>8D<br>8R | 8D     | 8C     | N.A.   |        | 9C     |

| LEVELS                            | 7FS          |          |        | 8FS        |        |        | 9FS         |        |        |
|-----------------------------------|--------------|----------|--------|------------|--------|--------|-------------|--------|--------|
| FINAL RESULT FASHION SANDS SERIES |              |          |        |            |        |        |             |        |        |
| NAME OF COLOR LEVELS              | Natural Sand |          |        | Light Sand |        |        | Golden Sand |        |        |
| PRIMARY COLORS                    | blue         | yellow   | red    | blue       | yellow | red    | blue        | yellow | red    |
| QUANTITIES IN PERCENTAGE          | 30           | 64       | 6      | 29         | 65     | 6      | 15          | 84     | 1      |
| PRIMARY AMOUNTS                   |              |          |        |            |        |        |             |        |        |
| TONES                             | Warmer       |          | Cooler | Warmer     |        | Cooler | Warmer      |        | Cooler |
| ENHANCERS                         | 7RS<br>7A    | 7R<br>7D | 7C     | 8RS<br>8R  | 8D     | 8C     | N.A.        |        | 9C     |

# CONTRIBUTING FACTORS

| LEVELS                     | 4M                  |        |        | 5M                        |        |        | 6M                    |        |        | 7M               |           |        | 8M                     |           |        |
|----------------------------|---------------------|--------|--------|---------------------------|--------|--------|-----------------------|--------|--------|------------------|-----------|--------|------------------------|-----------|--------|
| FINAL RESULT BROWNS SERIES |                     |        |        |                           |        |        |                       |        |        |                  |           |        |                        |           |        |
| NAME OF COLOR LEVELS       | Warm Chestnut Brown |        |        | Warm Light Chestnut Brown |        |        | Warm Dark Blond Brown |        |        | Warm Blond Brown |           |        | Warm Light Blond Brown |           |        |
| PRIMARY COLORS             | blue                | yellow | red    | blue                      | yellow | red    | blue                  | yellow | red    | blue             | yellow    | red    | blue                   | yellow    | red    |
| QUANTITIES IN PERCENTAGE   | 30                  | 35     | 35     | 25                        | 40     | 35     | 20                    | 45     | 35     | 18               | 52        | 30     | 15                     | 55        | 30     |
| PRIMARY AMOUNTS            |                     |        |        |                           |        |        |                       |        |        |                  |           |        |                        |           |        |
| TONES                      | Warmer              |        | Cooler | Warmer                    |        | Cooler | Warmer                |        | Cooler | Warmer           |           | Cooler | Warmer                 |           | Cooler |
| ENHANCERS                  | 4RS<br>4A           | 4R     | N.A.   | 5RS<br>5A                 | 5R     | 5C     | 6RS<br>6A             | 6R     | 6C     | 7RS<br>7A        | 7FR<br>7R | 7C     | 8RS<br>8A              | 8FR<br>8A | 8C     |

| LEVELS                     | 5D                    |        |        | 6D                |        |        | 7D           |        |        | 8D                 |        |        | 9D                      |        |        | 10D                      |        |        |
|----------------------------|-----------------------|--------|--------|-------------------|--------|--------|--------------|--------|--------|--------------------|--------|--------|-------------------------|--------|--------|--------------------------|--------|--------|
| FINAL RESULT GOLDEN SERIES |                       |        |        |                   |        |        |              |        |        |                    |        |        |                         |        |        |                          |        |        |
| NAME OF COLOR LEVELS       | Light Golden Chestnut |        |        | Dark Golden Blond |        |        | Golden Blond |        |        | Light Golden Blond |        |        | Very Light Golden Blond |        |        | Ultra Light Golden Blond |        |        |
| PRIMARY COLORS             | blue                  | yellow | red    | blue              | yellow | red    | blue         | yellow | red    | blue               | yellow | red    | blue                    | yellow | red    | blue                     | yellow | red    |
| QUANTITIES IN PERCENTAGE   | 26                    | 67     | 7      | 22                | 71     | 7      | 18           | 74     | 8      | 18                 | 76     | 6      | 16                      | 80     | 4      | 8                        | 86     | 6      |
| PRIMARY AMOUNTS            |                       |        |        |                   |        |        |              |        |        |                    |        |        |                         |        |        |                          |        |        |
| TONES                      | Warmer                |        | Cooler | Warmer            |        | Cooler | Warmer       |        | Cooler | Warmer             |        | Cooler | Warmer                  |        | Cooler | Warmer                   |        | Cooler |
| ENHANCERS                  | 5RS<br>5A             | 5R     | 5C     | 6RS<br>6A         | 5R     | 6C     | 7RS<br>7A    | 7R     | 7C     | 8RS<br>8R          | 8C     | N.A.   | 9C                      | N.A.   | N.A.   | N.A.                     | N.A.   | N.A.   |

| LEVELS                            | 6DR                      |            |        | 7DR                 |            |        | 8DR                       |        |        |
|-----------------------------------|--------------------------|------------|--------|---------------------|------------|--------|---------------------------|--------|--------|
| FINAL RESULT GOLDEN COPPER SERIES |                          |            |        |                     |            |        |                           |        |        |
| NAME OF COLOR LEVELS              | Golden-Copper Dark Blond |            |        | Golden-Copper Blond |            |        | Golden-Copper Light Blond |        |        |
| PRIMARY COLORS                    | blue                     | yellow     | red    | blue                | yellow     | red    | blue                      | yellow | red    |
| QUANTITIES IN PERCENTAGE          | 17                       | 55         | 28     | 16                  | 59         | 25     | 12                        | 66     | 22     |
| PRIMARY AMOUNTS                   |                          |            |        |                     |            |        |                           |        |        |
| TONES                             | Warmer                   |            | Cooler | Warmer              |            | Cooler | Warmer                    |        | Cooler |
| ENHANCERS                         | 6R<br>6A                 | 6FR<br>6SR | 6C     | 7R<br>7A            | 7FR<br>7FR | 7C     | 8R<br>8RS                 | 8C     |        |

| LEVELS                     | 4R              |        |        | 5R                    |        |        | 6R                |        |        | 7R           |        |        | 8R                 |        |        |
|----------------------------|-----------------|--------|--------|-----------------------|--------|--------|-------------------|--------|--------|--------------|--------|--------|--------------------|--------|--------|
| FINAL RESULT COPPER SERIES |                 |        |        |                       |        |        |                   |        |        |              |        |        |                    |        |        |
| NAME OF COLOR LEVELS       | Copper Chestnut |        |        | Light Copper Chestnut |        |        | Dark Copper Blond |        |        | Copper Blond |        |        | Light Copper Blond |        |        |
| PRIMARY COLORS             | blue            | yellow | red    | blue                  | yellow | red    | blue              | yellow | red    | blue         | yellow | red    | blue               | yellow | red    |
| QUANTITIES IN PERCENTAGE   | 16              | 42     | 42     | 15                    | 43     | 42     | 14                | 44     | 42     | 13           | 55     | 32     | 10                 | 64     | 26     |
| PRIMARY AMOUNTS            |                 |        |        |                       |        |        |                   |        |        |              |        |        |                    |        |        |
| TONES                      | Warmer          |        | Cooler | Warmer                |        | Cooler | Warmer            |        | Cooler | Warmer       |        | Cooler | Warmer             |        | Cooler |
| ENHANCERS                  | N.A.            | N.A.   | N.A.   | N.A.                  | N.A.   | N.A.   | N.A.              | N.A.   | N.A.   | N.A.         | N.A.   | N.A.   | N.A.               | N.A.   | N.A.   |

# CONTRIBUTING FACTORS

| LEVELS                       | 4A                |        |        | 5A                      |        |        | 6A             |        |        | 7A                   |        |        |
|------------------------------|-------------------|--------|--------|-------------------------|--------|--------|----------------|--------|--------|----------------------|--------|--------|
| FINAL RESULT MAHOGANY SERIES |                   |        |        |                         |        |        |                |        |        |                      |        |        |
| NAME OF COLOR LEVELS         | Mahogany Chestnut |        |        | Light Mahogany Chestnut |        |        | Mahogany Blond |        |        | Light Mahogany Blond |        |        |
| PRIMARY COLORS               | blue              | yellow | red    | blue                    | yellow | red    | blue           | yellow | red    | blue                 | yellow | red    |
| QUANTITIES IN PERCENTAGE     | 24                | 28     | 48     | 21                      | 32     | 47     | 19             | 45     | 36     | 16                   | 41     | 43     |
| PRIMARY AMOUNTS              |                   |        |        |                         |        |        |                |        |        |                      |        |        |
| TONES                        | Warmer            |        | Cooler | Warmer                  |        | Cooler | Warmer         |        | Cooler | Warmer               |        | Cooler |
| ENHANCERS                    | N.A.              |        | N.A.   | N.A.                    |        | 5C     | N.A.           |        | 6C     | N.A.                 |        | 7C     |

| LEVELS                           | 4RS           |        |        | 5RS      |        |        | 6RS            |        |        | 7RS    |        |        | 8RS          |        |        |
|----------------------------------|---------------|--------|--------|----------|--------|--------|----------------|--------|--------|--------|--------|--------|--------------|--------|--------|
| FINAL RESULT SPECIAL REDS SERIES |               |        |        |          |        |        |                |        |        |        |        |        |              |        |        |
| NAME OF COLOR LEVELS             | Dark Mahogany |        |        | Mahogany |        |        | Light Mahogany |        |        | Titian |        |        | Light Titian |        |        |
| PRIMARY COLORS                   | blue          | yellow | red    | blue     | yellow | red    | blue           | yellow | red    | blue   | yellow | red    | blue         | yellow | red    |
| QUANTITIES IN PERCENTAGE         | 22            | 42     | 36     | 18       | 42     | 40     | 15             | 42     | 43     | 13     | 42     | 45     | 3            | 32     | 65     |
| PRIMARY AMOUNTS                  |               |        |        |          |        |        |                |        |        |        |        |        |              |        |        |
| TONES                            | Warmer        |        | Cooler | Warmer   |        | Cooler | Warmer         |        | Cooler | Warmer |        | Cooler | Warmer       |        | Cooler |
| ENHANCERS                        | N.A.          |        | N.A.   | N.A.     |        | 5C     | N.A.           |        | 6C     | N.A.   |        | 7C     | N.A.         |        | 8C     |

| LEVELS                            | 6RR       |          |        | 7RR       |        |        | 8RR    |        |        |
|-----------------------------------|-----------|----------|--------|-----------|--------|--------|--------|--------|--------|
| FINAL RESULT COPPER COPPER SERIES |           |          |        |           |        |        |        |        |        |
| NAME OF COLOR LEVELS              |           |          |        |           |        |        |        |        |        |
| PRIMARY COLORS                    | blue      | yellow   | red    | blue      | yellow | red    | blue   | yellow | red    |
| QUANTITIES IN PERCENTAGE          | 10        | 45       | 45     | 4         | 48     | 45     | 5      | 50     | 45     |
| PRIMARY AMOUNTS                   |           |          |        |           |        |        |        |        |        |
| TONES                             | Warmer    |          | Cooler | Warmer    |        | Cooler | Warmer |        | Cooler |
| ENHANCERS                         | 7RS<br>7A | 7R<br>7D | 7C     | 8RS<br>8R | 8D     | 8C     | N.A.   |        | 9C     |

| LEVELS                           | 6FR    |        |        | 7FR         |        |        | 7FRI        |           |        | 8FR          |        |        |
|----------------------------------|--------|--------|--------|-------------|--------|--------|-------------|-----------|--------|--------------|--------|--------|
| FINAL RESULT FASHION REDS SERIES |        |        |        |             |        |        |             |           |        |              |        |        |
| NAME OF COLOR LEVELS             | Plum   |        |        | Fashion Red |        |        | Intense Red |           |        | Tropical Red |        |        |
| PRIMARY COLORS                   | blue   | yellow | red    | blue        | yellow | red    | blue        | yellow    | red    | blue         | yellow | red    |
| QUANTITIES IN PERCENTAGE         | 17     | 3      | 80     | 7           | 25     | 68     | 7           | 20        | 73     | 4            | 22     | 74     |
| PRIMARY AMOUNTS                  |        |        |        |             |        |        |             |           |        |              |        |        |
| TONES                            | Warmer |        | Cooler | Warmer      |        | Cooler | Warmer      |           | Cooler | Warmer       |        | Cooler |
| ENHANCERS                        | N.A.   |        | 6C     | N.A.        |        | 7C     | 7FR<br>7A   | 7R<br>7RS | 7C     | N.A.         |        | 8C     |

| LEVELS                   | 1B         |        |        |
|--------------------------|------------|--------|--------|
| FINAL RESULT BLUE SERIES |            |        |        |
| NAME OF COLOR LEVELS     | Blue Black |        |        |
| PRIMARY COLORS           | blue       | yellow | red    |
| QUANTITIES IN PERCENTAGE | 100        | 0      | 0      |
| PRIMARY AMOUNTS          |            |        |        |
| TONES                    | Warmer     |        | Cooler |
| ENHANCERS                | N.A.       |        | N.A.   |



# CONTRIBUTING FACTORS

| FINAL RESULT             |  |            |                   |
|--------------------------|--|------------|-------------------|
| SUPER LIGHTENER          |  |            |                   |
| NAME OF COLOR            |  | PLUS       |                   |
| PRIMARY COLORS           |  | blue       | red               |
| QUANTITIES IN PERCENTAGE |  | 81         | 19                |
| PRIMARY AMOUNTS          |  |            |                   |
| TONES                    |  | Warmer     | Cooler            |
| ENHANCERS                |  | 10N<br>11N | 12N<br>13N<br>10C |

Base Color Percentage

Blue 81%  
Red 19%

Violet make up 100% of PLUS

| LEVELS                   |  |        |        |        |         |        |        |        |        |        |
|--------------------------|--|--------|--------|--------|---------|--------|--------|--------|--------|--------|
| FINAL RESULT ICE SERIES  |  |        |        |        |         |        |        |        |        |        |
| NAME OF COLOR LEVELS     |  | Ivory  |        |        | Vanilla |        |        | Cool   |        |        |
| PRIMARY COLORS           |  | blue   | yellow | red    | blue    | yellow | red    | blue   | yellow | red    |
| QUANTITIES IN PERCENTAGE |  | 90     | 2      | 8      | 82      | 15     | 3      | 89     | 9      | 2      |
| PRIMARY AMOUNTS          |  |        |        |        |         |        |        |        |        |        |
| TONES                    |  | Warmer |        | Cooler | Warmer  |        | Cooler | Warmer |        | Cooler |
| ENHANCERS                |  | N.A.   |        | N.A.   | N.A.    |        | N.A.   | N.A.   |        | N.A.   |

**PLUS** is positioned in our High Lift Category. It combines the bases of Blue 81% and Red 19%, to assist in the balancing of the Yellow in the remaining pigment of the hair. This is a Violet Based color, with no Yellow pigment added. **PLUS** can be added to Color-ton's High Lift Series for enhanced lifting ability and warm tone control.



il problema sulla  
za dei capelli, discord  
le opinioni, amletiche  
no le soluzioni.  
i, cortissimi, lunghi  
gnon?

di mode, giornali pro-  
e quotidiani ne par-  
ndantemente, ma al-  
lasciata la più am-  
di pettinarsi come  
crede di stare me-  
ro indirizzo equi-  
nuto a mancare,  
zarraria della mo-  
llarsi con le più  
e linee di accon-

non si vuole  
pettinatura al  
proprio tipo e  
spetta il pro-  
scia, purtrop-  
autentici ca-  
gusto senza  
eganza fem-

hanno esi-  
Versare 5 conciare al-  
ne sotto-  
gnolo la testato di ca-  
maschile  
passaggiere la nuca



L'acconciatu  
tarsi ed adattar  
e grazia a cias  
nile, per ridargli  
ori che rappres  
almente la vera  
bello e del sut  
Ogni acconciatu  
attentamente  
formata alla sen  
egante linea femm  
rea attorno alla do  
clima piacente, amo  
che rifugge da ogni  
mento snobistico che  
verisce e la degrada.

Capelli corti, dunque  
non troppo e che sop  
diano risalto ed espressio  
niso.

Ogni moderna acconci  
facere oggi, nelle su  
nec, nel suo stile, quella po  
colore eleganza armoniosa  
stabilmente che è sinonimo  
di raffinatezza e di squisito buo

UMBERTO BELLELI

\* SULLA LETTERA APERTA DI

moralità. - Scrivere: Schi-  
ncesco - Via Celano, 45  
Tel. 12.502

BA-1

bravissima parrucchiere li-  
rucchiere ottima retribuizio-  
nale compartecipazione di-  
o azienda disposti trasfe-  
abruzzese - Istituto di bel-  
rozzi Dello - C.so Trento e  
- Lanciano.

LA-1

### SSIONE NEGOZI

onegliano Negozio Barbiere  
re licenza vendita profumi  
ene avviate completo mo-  
ezzi lavoro entro anno 1953  
in America per raggiunge-  
figli cifra base trattabile  
tà profumeria da L. 200.000  
10 - Scrivere Fiorelli Enrico  
Settembre, 37 - Conegliano.

CO-2

sole Ponte Milvio, 3 - Roma.

RO-2

● Causa trasferimento Estero cedo  
negozio parrucchiere per signora cen-  
tro Latina - Avviato attrezzatura mo-  
derna - Importo richiesto 500.000 litto  
mensile 17.000 - Indirizzare: Amedeo  
parrucchiere per signora - Via E. Fi-  
liberto - Latina.

### VARIE

● Occasione vendo macchina  
ca. 100.000 - Per info causa emigrazione - Scrivere: Cillo-  
ro Conado, Via F. Garrano, 8 - Pa-  
chino (Prov. di Siracusa).

*Tutte le fotografie ed i manoscritti pub-  
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diritti di riproduzione degli articoli, no-  
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noi pubblicati*

usciale e...  
La S.A. Tocco Magico per  
famiglia dell'Estinto le più vi-  
doglianze.

3  
PRODOTTO

# MULTICOMPLEX

## HIGH PERFORMANCE HAIR COLOR WITH HYALURONIC ACID

AFFERMAZIONI

1. «SHARON» - Shampoo  
perossigenato con oli  
le aromatiche - 200 ml  
con un flacone da 100 ml
2. «DECOLOR» - olio  
- olio decolorante per  
siti: rapidissima  
zione con la massima  
rezza di successo. Per  
no i bruciori e le irritazi-  
«PERMANENTE» -

MULTICOMPLEX - HIGH PERFORMANCE HAIR COLOR WITH HYALURONIC ACID



# MULTICOMPLEX

HIGH PERFORMANCE HAIR COLOR WITH HYALURONIC ACID



## BEAUTY

SINCE 1938

For almost a century **Tocco Magico** has been paving the path of **beauty**: the fashion industry is ever evolving. Men and women have maintained their interest in fashion trends over the decades. Expressing their personalities through the industries trends.

Today's market individualism is prevalent, men and women are more adventurous in expressing themselves. Exploring new shapes and colors, while being conscience of quality and responsibly sourced ingredients. That's why **Tocco Magico**, with its long-standing experience and know-how have

created **Multi Complex Color**. A state-of-the-art color formula which meets the needs of the market's increasing awareness of the importance of maintaining strong healthy.

Multi Complex Color Is the Instrument - You Are the Artist



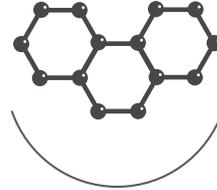
With eco-certified organic ingredients

# ORGANIC INGREDIENTS



## TEA TREE OIL PURITY

Organic Tea Tree Oil, essential oil obtained from the leaves of **Melaleuca** with anti-inflammatory effects specific for the scalp. Thanks to its purifying properties, Tea Tree Oil improves the health of the scalp and hair during the processing time of the cosmetic color.



## HYALURONIC ACID YOUTH

**Hyaluronic Acid** helps to regulate the moisture content on scalp and thanks to the interaction with keratinic cells, it promotes cellular activity of the follicles. The special combination of low and high molecular weights inside the **Hyaluronic Acid** creates a deep hydration and restructuring effect on the hair fiber, **effectively revitalizing** and creating an **antiaging effect** on hair and scalp.



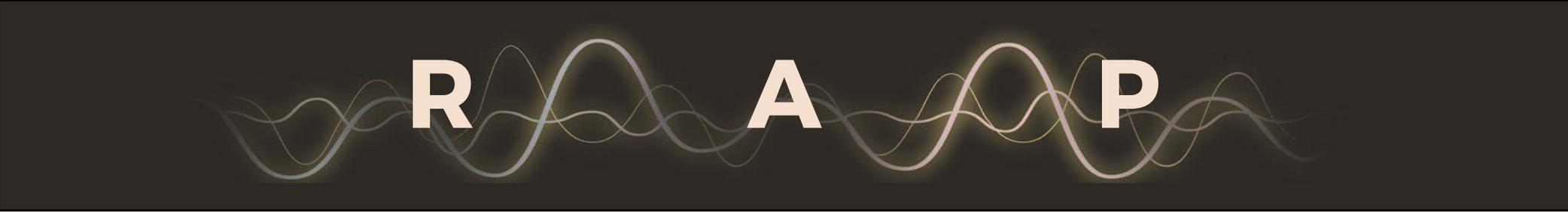
## HERBAL COMPLEX BALANCE

The 3D network of **Multicomplex System** contains eco-certified herbal extracts (Centella, Green tea, Liquorice and Chamomile” (balancing and protective action) and **Betaglucan** (antioxidant and qualities).

During the processing time, the 3D Network releases the Actives inside the hair cuticle and then it is absorbed along the hair fiber to create a “**filler effect**”. In this way, the Hyaluronic Acid promotes anti-aging action and the color applied is more intense with a longer lasting effect.

# RAP SYSTEM

RHYTHM IN BEAUTY



R A P

It is no longer enough to only dye hair; we must respect the integrity while still giving the hairstylist creative freedom to express themselves. Multi Complex Color meets the needs of the modern client and the professional hairstylist. Everything can be summed up by the color's "RAP System" comprised of three actions marking a rhythm:

## RECONSTRUCTION

Restructures and reinvigorates the hair structure during the coloring process, providing the hair with renewed shine and brightness.

## ANTI-AGING

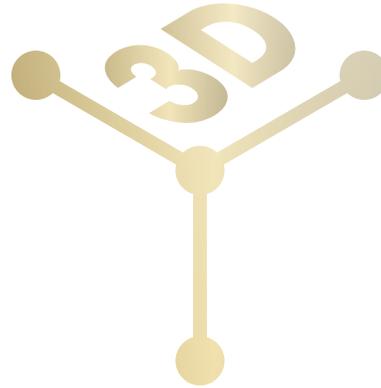
Its components develop an effective anti-aging and strengthening effect on the hair structure, providing a long-lasting youthful vitality.

## PROTECTION

Ingredients protect the scalp and the cuticle structure of the hair, maintaining longevity with an extraordinary aesthetic result.

# 3D SYSTEM

## FILLER EFFECT



The technology found within Multi Complex Color is an eco-certified protective cross-linked Hyaluronic Acid gel, that contains a mixture of herbal extracts (Green Tea, Liquorice, Chamomile, Centella) and Betaglucan.

Hyaluronic Acid is a natural sugar that provides intense moisture, while Betaglucan is an anti-oxidant protecting the hair from free radicals. The herbal extracts guarantee a restoring and protective action on the scalp and hair structure,

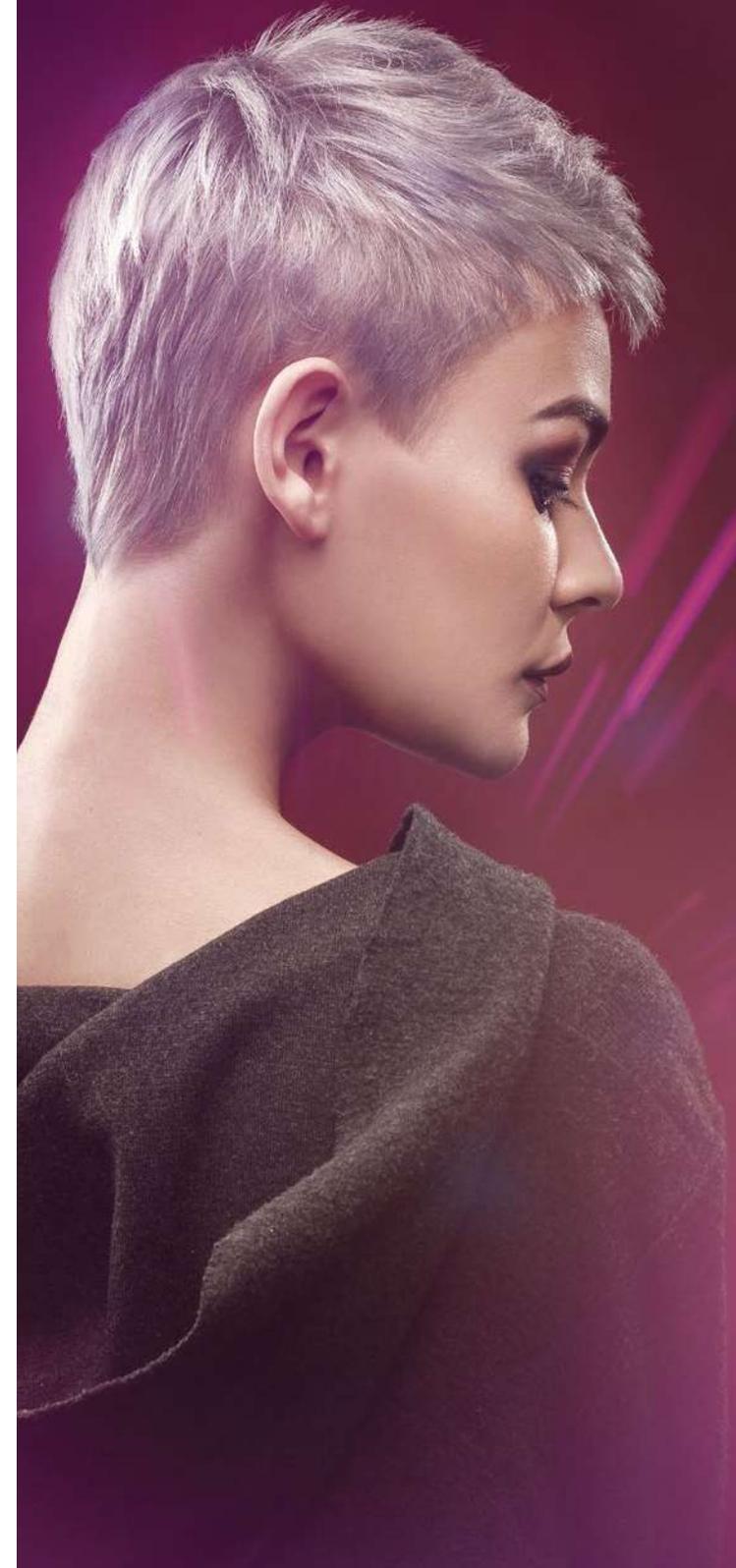
The Multi Complex System gradually releases the actives during the process of the color. Ensuring quality protection, while maintaining vibrant color end results.

# RANGE FROM CLASSIC TO FASHION-FORWARD

## MULTI COMPLEX COLOR

Expert hair coloring requires a perfect technique and a perfect style: Tocco Magico Multi Complex Color is their synthesis.

- 58 Core Shades
- 8 Superblonde Shades
- 4 Intense Fashion Shades
- 1 Level Lightener
- 1 Neutral
- 4 Mix Tones
- Mixing Ratio 1:1.5
- Mixing Ratio Superblondes 1:2
- Up to 100% White Coverage
- User Friendly
- Brilliant and Vibrant
- With Organic Tea Tree Oil





# INTERNATIONAL COLOR SYSTEM

| Tone | Italian   | English    | Series Description                   |
|------|-----------|------------|--------------------------------------|
| N    | Naturali  | Natural    | Natural series with a very cool base |
| A    | Cenere    | Ash        | Strong cool base                     |
| B    | Beige     | Beige      | Soft Blond                           |
| G    | Dorati    | Gold       | Soft gold                            |
| C    | Ramati    | Copper     | Orange/red                           |
| M    | Mogano    | Mahogany   | Cool mahogany red                    |
| R    | Rossi     | Red        | Cool vibrant - red hot reds          |
| V    | Viola     | Violet     |                                      |
| VB   | Viola-Blu | Violet-Blu |                                      |

# 7.34

TONE  
LEVEL  
MEDIUM BLOND

PRIMARY  
REFLECT  
GOLD

SECONDARY  
REFLECT  
COPPER

## GOLD COPPER BLOND

Tocco Magico Multi Complex Shades are identified by a number followed by a dot and by one, two or three numbers.

Tocco Magico Multi Complex Shades are identified by a number followed by a dot and by one, two or three numbers.



# MIXING

## EXAMPLES AND PROCESSING TIME

### CLASSIC AND FASHION

40 ml color + 60 ml TM OXY (10/20/30 Vol.)

Processing Time

Up to 40 minutes

White Hair Coverage

With the Natural Series. 0 being designed for 100% white hair coverage, while the remaining shades providing up to 50% coverage on their own. It is recommended to mix the following for 100% white hair coverage:

Normal to Fine Hair 2:1

Ex. 2 parts Desired shade: 1 part Covering shade

Normal to Coarse Hair 1:1

Ex. 1 part Desired shade: 1 part Covering shade.

### ULTRA BLOND

40 ml color

+ 60 ml TM OXY (30/40 vol.)

Processing Time

Up to 40 minutes

### MIX TONE

40 ml color

+ 12 ml max MIX

+ 78 ml TM OXY (10/20/30 Vol.)

### EXTRA INTENSE FASHION SHADES

100% WHITE HAIR

25 ml COLOR INTENSE

+ 25 ml base color

+ 75 ml TM OXY (10/20/30/40 vol.)

Processing Time

40 minutes approximately

### SUPERBLONDE SHADES

Superblondes are hair toners that permanently neutralize unwanted tones from the hair. Its use is recommended after bleaching or lightening. Volumes must be chosen depending on the result that is required. To obtain a weaker shade, you may mix Superblondes with Neutral. The application time varies depending on the result you wish to achieve.

### 1 LEVEL LIGHTENER

25 ml COLOR

+ 25 ml C.S.

+ 75 ml TM OXY (30/40 Vol.)

Processing Time

30 minutes approximately



# SHADES

## NATURAL

|      |                   |
|------|-------------------|
| 1.0  | BLACK             |
| 3.0  | DARK BROWN        |
| 4.0  | BROWN             |
| 5.0  | LIGHT BROWN       |
| 6.0  | DARK BLOND        |
| 7.0  | BLOND             |
| 8.0  | LIGHT BLOND       |
| 9.0  | VERY LIGHT BLOND  |
| 1000 | ULTRA LIGHT BLOND |

## GOLDEN

|      |                          |
|------|--------------------------|
| 5.3  | LIGHT GOLDEN CHESTNUT    |
| 6.3  | DARK GOLDEN BLOND        |
| 7.3  | GOLDEN BLOND             |
| 8.3  | LIGHT GOLDEN BLOND       |
| 9.3  | VERY LIGHT GOLDEN BLOND  |
| 1003 | ULTRA LIGHT GOLDEN BLOND |

## BEIGE

|      |                         |
|------|-------------------------|
| 6.2  | DARK BEIGE BLOND        |
| 7.2  | BEIGE BLOND             |
| 8.2  | LIGHT BEIGE BLOND       |
| 9.2  | VERY LIGHT BEIGE BLOND  |
| 1002 | ULTRA LIGHT BEIGE BLOND |

## ASH

|      |                       |
|------|-----------------------|
| 1.1  | BLUE BLACK            |
| 5.1  | LIGHT ASH CHESTNUT    |
| 6.1  | DARK ASH BLOND        |
| 7.1  | ASH BLOND             |
| 8.1  | LIGHT ASH BLOND       |
| 9.1  | VERY LIGHT ASH BLOND  |
| 1001 | ULTRA LIGHT ASH BLOND |

## GOLDEN COPPER

|      |                          |
|------|--------------------------|
| 6.34 | GOLDEN COPPER DARK BLOND |
| 7.34 | GOLDEN COPPER BLOND      |

## COPPER

|      |                         |
|------|-------------------------|
| 5.4  | LIGHT COPPER CHESTNUT   |
| 6.4  | DARK COPPER BLOND       |
| 7.4  | COPPER BLOND            |
| 7.44 | INTENSE COPPER BLOND    |
| 8.4  | LIGHT COPPER BLOND      |
| 9.4  | VERY LIGHT COPPER BLOND |

## FANTASY

|      |                |
|------|----------------|
| 4.04 | DARK CHOCOLATE |
| 4.53 | CHOCOLATE      |
| 5.04 | CACAO          |
| 6.04 | TOBACCO        |
| 7.05 | HAZELNUT       |
| 7.45 | CINNAMON       |

## COOL BROWN

|      |                        |
|------|------------------------|
| 5.81 | L BROWN LIGHT CHESTNUT |
| 6.81 | BROWN DARK BLON        |
| 81   | BROWN BLOND            |
| 81   | OL BROWN LIGHT BLOND   |

## RED

|      |                            |
|------|----------------------------|
| 4.66 | INTENSE RED CHESTNUT       |
| 5.66 | INTENSE RED LIGHT CHESTNUT |
| 6.66 | INTENSE RED DARK BLOND     |
| 7.66 | INTENSE RED BLOND          |

## MAHOGANY

|     |                         |
|-----|-------------------------|
| 4.5 | MAHOGANY CHESTNUT       |
| 5.5 | MAHOGANY LIGHT CHESTNUT |
| 6.5 | MAHOGANY DARK BLOND     |

## PURPLE - RED VIOLET

|      |                           |
|------|---------------------------|
| 4.7  | PURPLE CHESTNUT           |
| 5.7  | LIGHT PURPLE CHESTNUT     |
| 6.7  | PLUM                      |
| 6.76 | CHERRY PURPLE             |
| 5.67 | RED VIOLET LIGHT CHESTNUT |
| 7.67 | RED VIOLET BLOND          |

## EXTRA INTENSE NOT PRE-NATURALIZED

|       |                                  |
|-------|----------------------------------|
| 7.444 | EXTRA INTENSE COPPER BLOND       |
| 8.444 | EXTRA INTENSE LIGHT COPPER BLOND |
| 6.666 | EXTRA INTENSE RED DARK BLOND     |
| 7.666 | EXTRA INTENSE RED BLOND          |

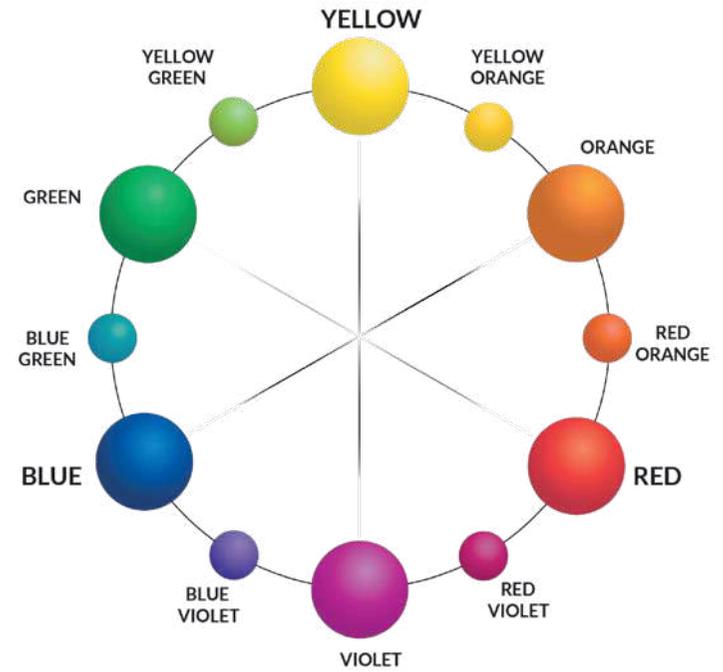
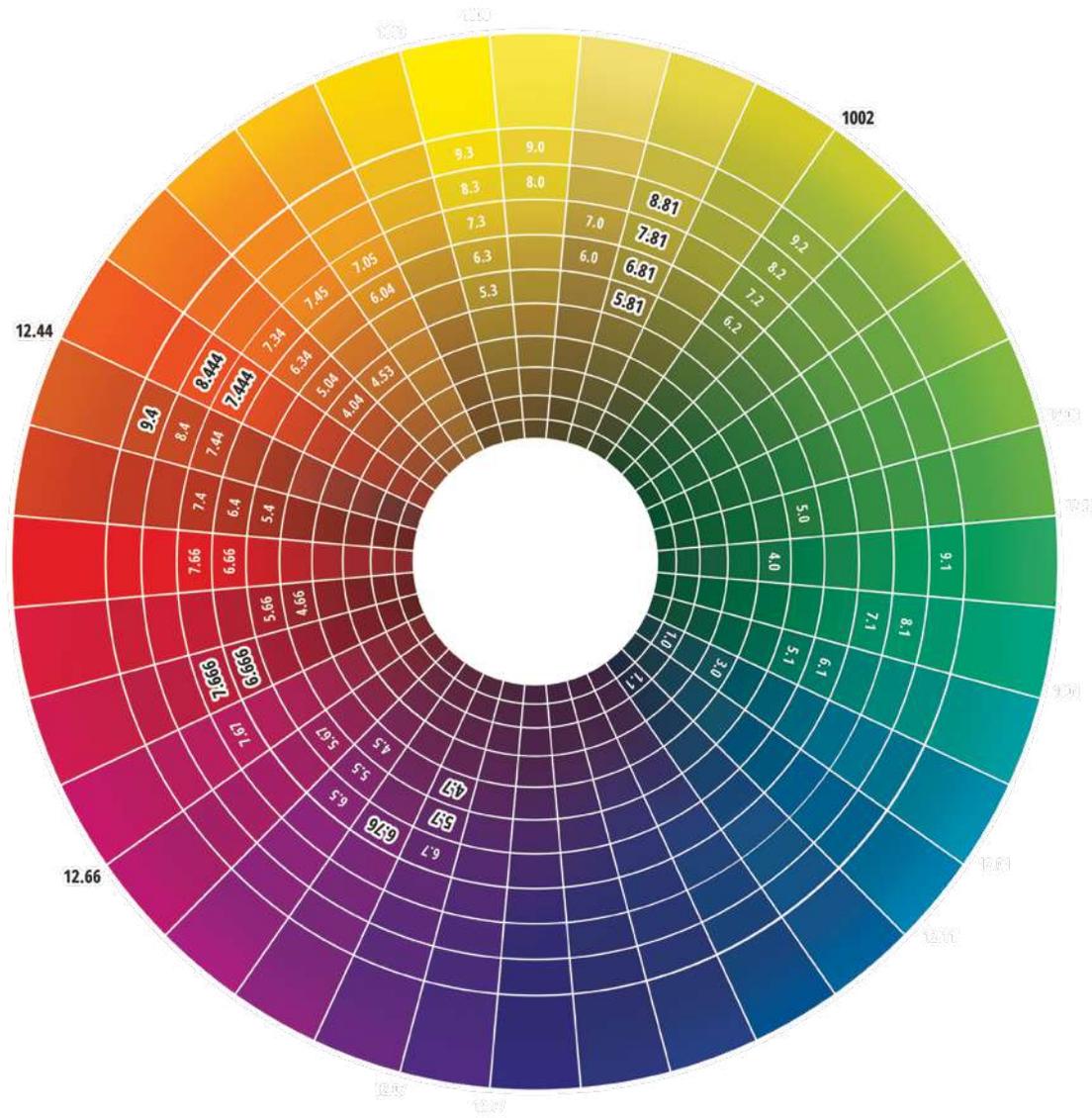
## SUPERBLONDE

|       |               |
|-------|---------------|
| 12.01 | STEEL         |
| 12.07 | LAVENDER      |
| 12.08 | PEARL         |
| 12.11 | DEEP STEEL    |
| 12.44 | SUNRISE       |
| 12.66 | PINK ANGEL    |
| 12.77 | DEEP LAVENDER |
| 12.88 | DEEP PEARL    |

## MIX - C.S. NEUTRAL

|      |                |
|------|----------------|
| 0.00 | NEUTRAL        |
| 0.1  | DEEP BLUE      |
| 0.11 | GRAFITE        |
| 0.33 | GOLD           |
| 0.66 | DEEP RED       |
| C.S  | LEVEL LIGHTNER |

# LAW OF COLOR



color spectrum combinations  
of primary and secondary colors, create tertiary colors  
opposite colors neutralize each other



Uella lin

tura deve essere  
alla temperatura  
gicamente più  
della testa, m  
anche sul di  
linea vi si rit  
riore, la mod  
lati il tipo  
disopra della  
ti della part  
appiattito con  
senza però s  
panache dei  
Per quanto  
dei capelli, c  
sto, essi è c  
mentre i cap  
pie sono lasc  
più facile re  
Alla sommità  
della testa l  
cm, mentre

...prevedente celerità ad assumere il comando oscurando chi ha lavorato per più mesi. Questo non si creda mi sia dettato da motivi personali perchè « io » non ho mai permesso che in sede di concorso mi si togliesse la direttiva. Purtroppo non tutti abbiamo lo stesso polso! — Lo scritto del sig. Torre doveva avere un'altra firma. Ma poichè ripeto la direzione fu « ceduta » ai dirigenti dell'Unfaas, il Torre si è sentito in dovere dopo gli scarsi applausi di addossarsi per un tantino anche la responsabilità.

Una deliziosa variante della linea in  
(da « Coiffure et Beauté

**FRELUX**  
WITH TSUBAKI OIL

FRELUX - WITH TSUBAKI OIL

Interessante è la nuova  
nella "Coppa di Francia"  
Domenica 25 aprile avrà luogo  
a Parigi, al « Palais d'Orsay »  
« Coppa di Francia di Pettinatura  
Femminile », riservata ai Membri  
Comitato Nazionale Artistico. Il  
regolamento del Concorso prevede  
un'importante variazione, che può  
dirittura definirsi una rivoluzione nei  
regolamenti dei concorsi sin qui  
nati in Francia: l'estrazione a so-



# FREELUX

Freely inspired by nature

with ECO-CERTIFIED  
& ORGANIC  
INGREDIENTS



## BEAUTY

**FREELUX** is the innovative hair color without **Ammonia, PPD, Resorcinol, Petroleum** derivatives and Allergens. It **RESPECTS** The hair structure and **BALANCE** of the skin. Micro colour pigments which distribute inside of the hair fibre and the carefully selected active ingredients provide ultra bright colours That are stable and long-lasting.

## FREE

Freely inspired by nature

FREEDOM OF EXPRESSING COLOUR,  
FREEDOM TO EXPRESS YOUR ARTISTIC  
CREATIVITY

## 57

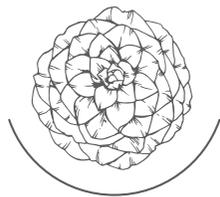
31 MIXABLE NUANCES FOR AN INFINITY  
VARIETY OF COLOURS  
+1 NEUTRAL

### NOTE

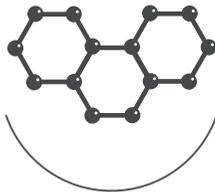
The Freelux formula is enhanced with natural active ingredients that are organic and eco-certified to guarantee protection, moisturising and a long-lasting shine

# INGREDIENTS

HEALTH OF THE HAIR



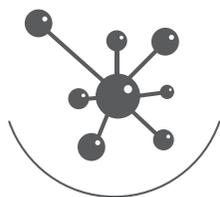
TSUBAKI OIL



HYALURONIC ACID



ROSA SEED OIL



CERAMIDES



OLUS OIL



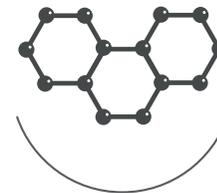
BOSWELLIA SERRATA  
EXTRACT



ALOE GEL



RICE OIL



ARGININE



# TM OXY

## 10/20/30/40 VOL

10-20-30-40 volumes an oxidant stabilizer that blends easily with Freelux Color. It has a delicate fragrance. The new formula of the oxidant cream combines the soothing, gentle action associated with the resin of Boswellia Serrata plant with the eco-certified protective system consisting of a gel of cross-linked Hyaluronic acid with anti-age effect.

The plant extracts (Green tea, Chamomile, Licorice, Asian Centeno) have a balancing action and the beta-glucan, a natural sugar, has soothing and anti-oxidant properties. TM Oxy ensures stable and lasting colour, preventing toning both when applying the product and over time.



# SHADES

## 54 Nuance

- NATURAL
- COOL NATURAL
- GOLDEN
- BEIGE
- ASH
- INTENSE ASH
- COPPER
- INTENSE COPPER
- BROWN
- COOL BROWN
- FANTASY
- RED
- MAHOGANY
- INTENSE PURPLE
- PEARL

## 3 Nuance

SUPER LIGHTENERS

## 1

NEUTRAL

MIXING 1:1.5 FULLY COVERS  
 ANY GREY HAIR BRIGHT  
 AND SHINY COLOUR EFFECT  
 WARM COLOURING  
 WITH TSUBAKI OIL.

FRESH BLENDED SCENT OF  
 FLOWERS AND FRUIT

AMMONIA FREE  
 P-PHENYLENEDIAMINE (PPD)  
 FREE



# FREELUX

## EXAMPLES OF MIXING AND APPLICATION TIMES

NATURAL

GOLDEN

ASH

COPPER

RED

FANTASY

50 ML COLOUR + 75 ML TM OXY

Application time: 30/35 min. depending on the hair

SUPER LIGHTENERS

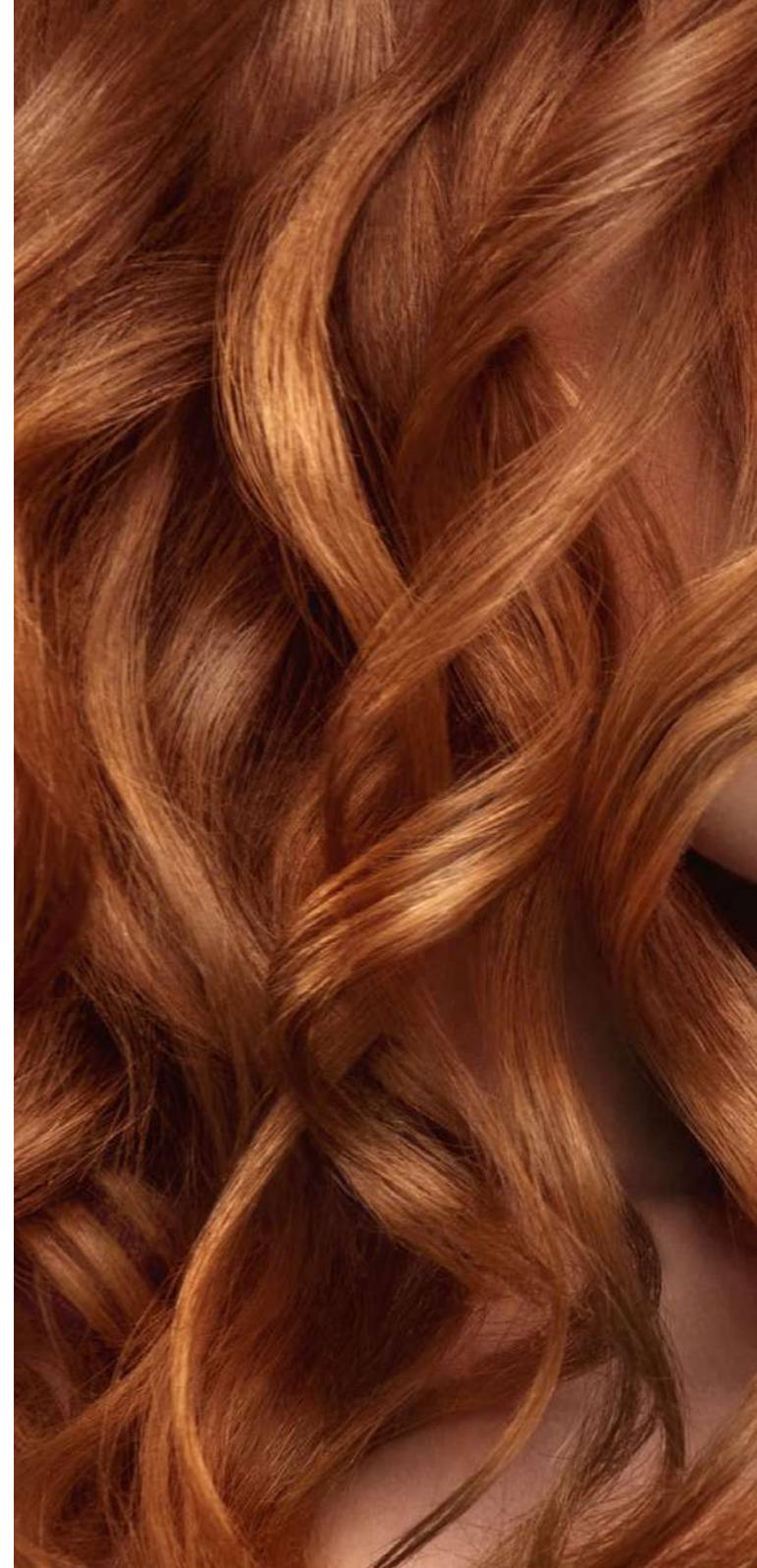
50 ml colour + 75 ml TM Oxy

Application time: 40/45min. depending on the hair etc.

NEUTRAL

25 ml colour + 25 ml neutral + 75 ml TM Oxy

Application time: 30/35 min. depending on the hair



# FREELUX

## NUANCES AVAILABLE IN THE COLOR CHART

| Tone  | Italian                   | English               |
|-------|---------------------------|-----------------------|
|       | <b>Naturali</b>           | <b>Natural</b>        |
| 1.0   | Nero                      | Black                 |
| 3.0   | Castano Scuro             | Dark Chestnut         |
| 4.0   | Castano                   | Chestnut              |
| 5.0   | Castano Chiaro            | Light Chestnut        |
| 6.0   | Biondo Scuro              | Dark Blond            |
| 7.0   | Biondo                    | Blond                 |
| 8.0   | Biondo Chiaro             | Light Blond           |
| 9.0   | Biondo Chiarissimo        | Very Light Blond      |
| 10.0  | Biondo Platino            | Platinum Blond        |
|       | <b>Naturali Freddi</b>    | <b>Cool Natural</b>   |
| 5.01  | Castano Chiaro Freddo     | Light Cool Chestnut   |
| 6.01  | Biondo Scuro Freddo       | Dark Cool Blond       |
| 7.01  | Biondo Freddo             | Cool Blond            |
| 8.01  | Biondo Chiaro Freddo      | Light Cool Blond      |
| 9.01  | Biondo Chiarissimo Freddo | Very Light Cool Blond |
| 10.01 | Biondo Platino Freddo     | Platinum Cool Blond   |
|       | <b>Dorati</b>             | <b>Golden</b>         |
| 5.3   | Castano Chiaro Dorato     | Light Golden Chestnut |

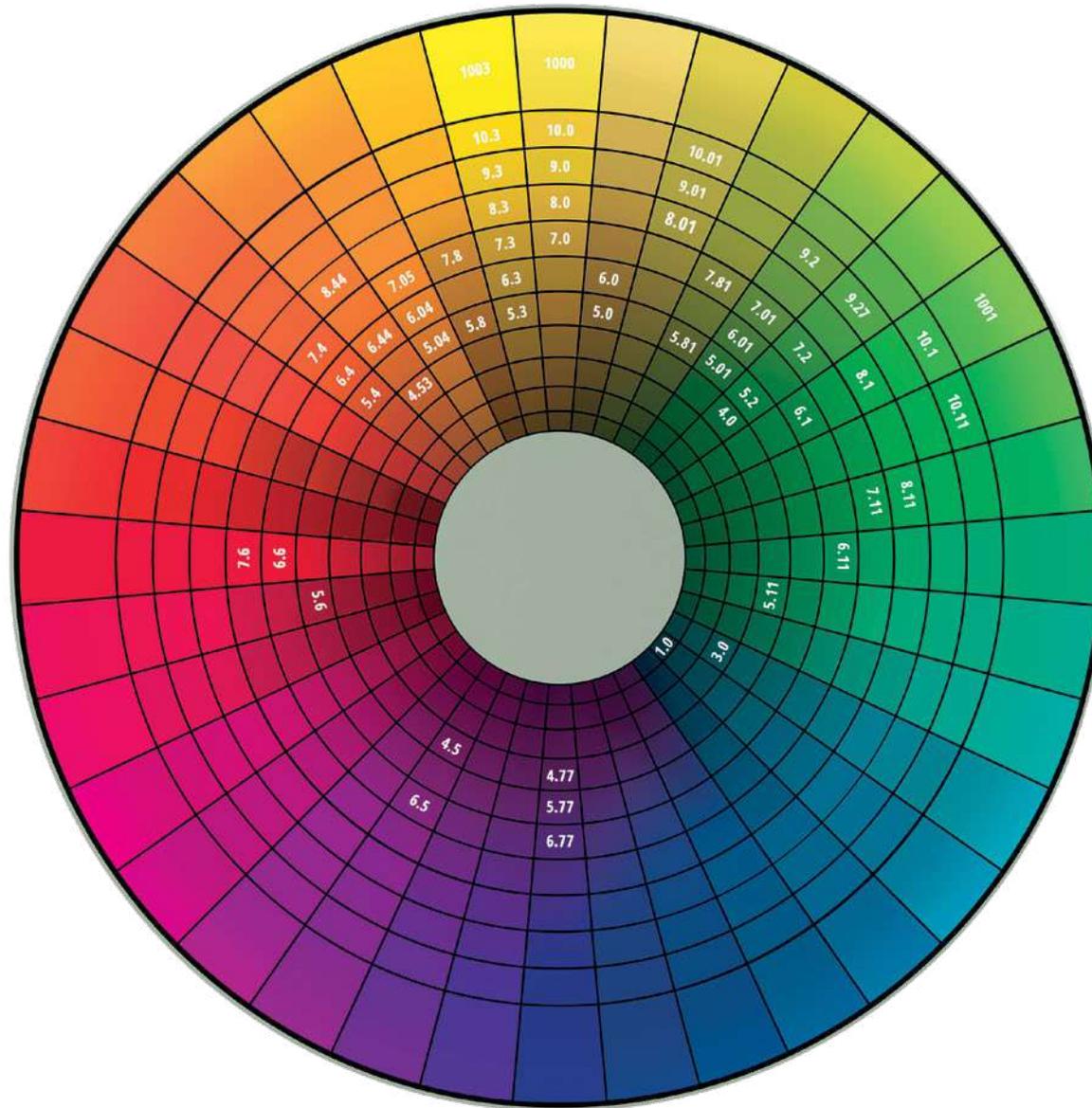
| Tone | Italian                       | English                    |
|------|-------------------------------|----------------------------|
| 6.3  | Biondo Scuro Dorato           | Dark Golden Blond          |
| 7.3  | Biondo Dorato                 | Golden Blond               |
| 8.3  | Biondo Chiaro Dorato          | Light Golden Blond         |
| 9.3  | Biondo Chiarissimo Dorato     | Very Light Golden Blond    |
| 10.3 | Biondo Platino Dorato         | Platinum Golden Blond      |
|      | <b>Beige</b>                  | <b>Beige</b>               |
| 5.2  | Castano Chiaro Beige          | Light Beige Chestnut       |
| 7.2  | Biondo Beige                  | Beige Blond                |
| 9.2  | Biondo Chiarissimo Beige      | Very Light Beige Blond     |
|      | <b>Cenere</b>                 | <b>Ash</b>                 |
| 6.1  | Biondo Scuro Cenere           | Dark Ash Blond             |
| 8.1  | Biondo Chiaro Cenere          | Light Ash Blond            |
| 10.1 | Biondo Platino Cenere         | Platinum Ash Blond         |
|      | <b>Cenere Intensi</b>         | <b>Intense Ash</b>         |
| 5.11 | Castano Chiaro Cenere Intenso | Light Intense Ash Chestnut |

| Tone | Italian                       | English                    |
|------|-------------------------------|----------------------------|
| 6.11 | Biondo Scuro Cenere Intenso   | Dark Intense Ash Blond     |
| 7.11 | Biondo Cenere Intenso         | Intense Ash Blond          |
| 8.11 | Biondo Chiaro Cenere Intenso  | Light Intense Ash Blond    |
|      | Biondo Platino Cenere Intenso | Platinum Intense Ash Blond |
|      | <b>Ramati</b>                 | <b>Copper</b>              |
| 5.4  | Castano Chiaro Ramato         | Light Copper Chestnut      |
| 6.4  | Biondo Scuro Ramato           | Dark Copper Blond          |
| 7.4  | Biondo Ramato                 | Copper Blond               |
|      | <b>Ramati Intensi</b>         | <b>Intense Copper</b>      |
| 6.44 | Biondo Scuro Ramato Intenso   | Intense Copper Dark Blond  |
| 8.44 | Biondo Chiaro Ramato Intenso  | Intense Light Copper Blond |
|      | <b>Marrone</b>                | <b>Brown</b>               |
| 5.8  | Castano Chiaro Cenere Intenso | Light Intense Ash Chestnut |
| 7.8  | Biondo Marrone                | Brown Blond                |
|      | <b>Marrone Freddo</b>         | <b>Cool Brown</b>          |
| 5.81 | Castano Chiaro Marrone Freddo | Cool Light Chestnut Brown  |
| 7.81 | Biondo Marrone Freddo         | Cool Brown Blond           |



| Tone | Italian                    | English                   |
|------|----------------------------|---------------------------|
|      | <b>Fantasia</b>            | <b>Fantasy</b>            |
| 5.04 | Cacao                      | Cocoa                     |
| 6.04 | Tabacco                    | Tobacco                   |
| 7.05 | Nocciola                   | Hazelnut                  |
| 4.53 | Cioccolato                 | Chocolate                 |
|      | <b>Rossi</b>               | <b>Red</b>                |
| 5.6  | Castano Chiaro Rosso       | Light Red Chestnut        |
| 6.6  | Biondo Scuro Rosso         | Dark Red Blond            |
| 7.6  | Biondo Rosso               | Red Blond                 |
|      | <b>Mogano</b>              | <b>Mahogany</b>           |
| 4.5  | Castano Mogano             | Mahogany Chestnut         |
| 6.5  | Biondo Scuro Mogano        | Mahogany Dark Blond       |
|      | <b>Viola Intensi</b>       | <b>Intense Purple</b>     |
| 4.77 | Castano Viola Intenso      | Intense Purple Chestnut   |
| 5.77 | Castano Chiaro Viola       | Light Purple Chestnut     |
| 6.77 | Biondo Scuro Viola Intenso | Intense Purple Dark Blond |
|      | <b>Perla</b>               | <b>Pearl</b>              |
| 9.27 | Biondo Chiarissimo Perla   | Very Light Pearl Blond    |
| 0.0  | <b>Neutro</b>              | <b>Neutral</b>            |
|      | Neutro                     | Neutral                   |

# LAW OF COLOR





SGUAR

acconciatura femminile  
larghe: ma ciò che impo  
vittoria ottenuta a prezzo  
lancio delle nuove linee pari  
zione svizzera, un'acconciatura

illegere le forme alte e  
ma come a Nuova York, a  
parevano aver conquistato  
o tornate al capello corto. P  
el capello corto, anche se non

ING: RIFL

19 MERAVIGLIOSI  
a disposizione de

Tintura

TOCCO

- Copertura perfetta de
- Rigenera il capello.
- Colori assolutamente

tinge in tre o quattro to  
ultati sorprendenti.

ima varietà di color  
ca e tinge conte

una applicazione.

na senza lavare la test  
perfettamente sul cap

ata e non brucia.

llissimi anche al sole.

applicazione.

presa.

MERAVIGLIOSE  
DI COLORI

# ANCHE IN INGHILTERRA capelli corti nel 1953

LONDRA, gennaio, '53.

Malgrado lo spirito conservatore e l'ardente desiderio dei mariti inglesi perchè le loro donne conservino i capelli lunghi, la donna inglese ha optato per i capelli corti. I grandi parrucchieri di Londra, grazie al prestigio di cui godono presso le loro clienti, possono con la massima facilità guidare queste ultime verso lo stile di acconciature a capelli corti senza incontrare una

esitante verso lo stile di acconciatura corta.

Per un stile accettato da attuale non necessitano di un taglio di capelli corti, quello oggi praticato.

I creatori delle mode inglesi sono tutti d'accordo nel consigliare i colleghi in guardia con

## RHOL COLOR

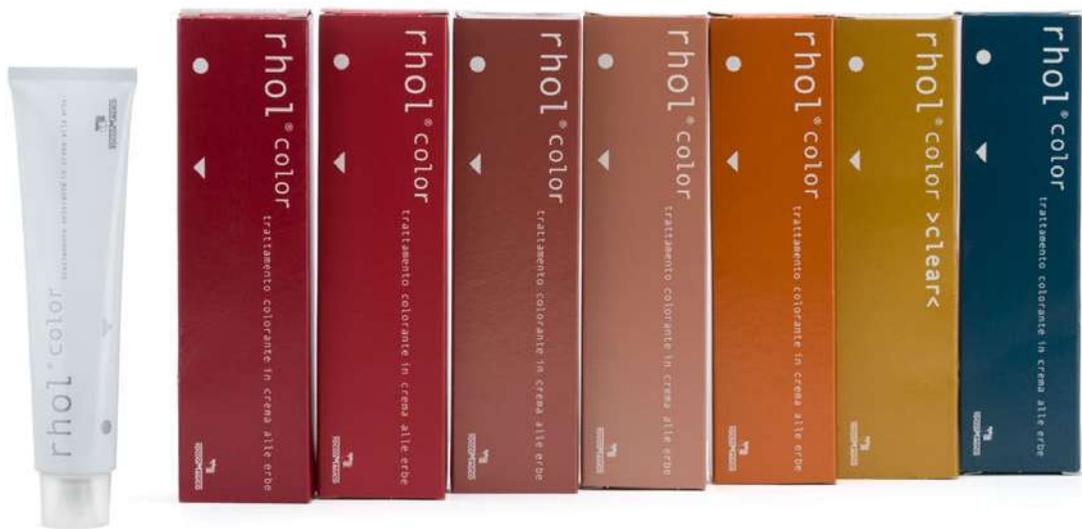
AMMONIA FREE GENTLE HAIR COLOR

RHOL COLOR - AMMONIA FREE GENTLE HAIR COLOR



# RHOL COLOR

## SEMI-DEMI PERMANENT HAIR COLOR



Rhol Color is a semi-demi permanent cream color, tone on tone, that does not contain ammonia or nonoxynol.

### A complete range of Fashion and Natural Colors:

|          |                    |
|----------|--------------------|
| Numerous | Vibrant Colors     |
| 1        | Clear              |
| 1        | Dedicated Emulsion |

### RHOL COLOR ACTIVE EMULSION

Activator for all Rhol Color cream colors

Rhol Color contains: A natural coconut cream base made from the natural coconut plant that is pesticide free. The cream

formulation protects the natural structure and integrity of the hair.

The **7 natural herbal extracts** are infused into the color molecule to create lasting shine and condition. The herbal extracts are infused into the color molecule in a 5:1 ratio.

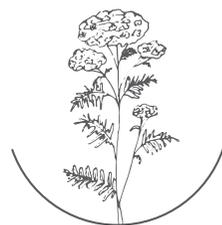
Rhol Color is designed to:

- Cover first gray/white hairs
- Refresh highlights
- Provide richness to faded colors
- Be a Toner
- Be a Filler
- Add shine
- Condition while adding tone



# 7 HERBAL EXTRACTS

INFUSED INTO THE HAIR COLOR MOLECULE



**ALPINE YARROW**  
Protects Scalp and Skin



**BIRCH**  
Hair Restorative & Normalizer



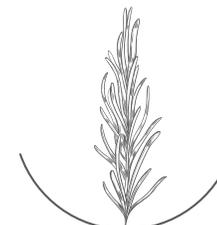
**COLTSFOOT**  
Soothing Emollient



**HORSETAIL**  
Increases Elasticity



**NETTLE**  
Creates Longer, Lasting Shine

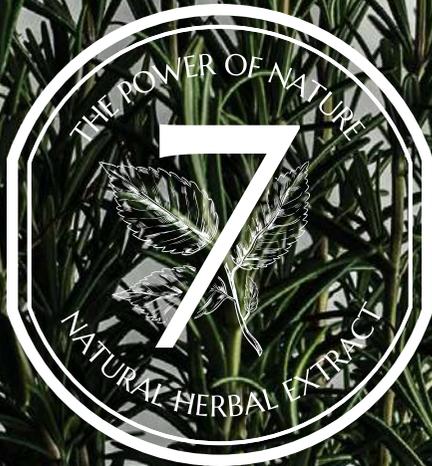


**ROSEMARY**  
Purifier, Stimulant & Normalizer



**SAGE**  
Re-invigorates and Soothes  
the Scalp

**NOTE**  
2 of the extracts are added to enhance the hair fiber. 5 of the extracts are added to create a spa like soothing and protecting environment. The herbal extracts are imparted into the formula in a 5:1 ratio to restore, condition and protect hair and scalp.



# FEATURES

- Numerous colors
- 60ml/2 oz. tube
- 7 Natural Organic Herbal Extracts
- 1 dedicated Emulsions
- Anti-itch, anti-stain, anti-spot
- Natural Organic cream base
- Reflective color finish
- Tone on Tone
- Fades on Tone
- No ammonia/no nonoxynol
- Gray coverage and blending
- Self-cleansing formula
- Protects the natural structure and integrity of hair
- Mixes 1:2 - (one part color: 2 parts **Rhol Color active Emulsion**)
- Processing time: 25 to 35 minutes

## DIRECTIONS

Because of the built in surfactant you may do the following: After processing time is complete, add a **SMALL** amount of warm water to the color formula on the hair and emulsify into a rich, creamy lather, as this action activates the built in surfactant and offers an option for adding shampoo to the hair color process, if you choose and the density of the hair is thick you may use a color safe Tocco Magico shampoo for one light cleanse. Rinse thoroughly.



**NOTE**  
**Rhol Color** has a long lasting effect (4-6 weeks) with a gradual return to the original hair color.

# FEATURES

## LEVELS

Natural Level is the degree of lightness or darkness of natural hair as it grows from the scalp.

|          |                   |
|----------|-------------------|
| Level 1  | Black             |
| Level 2  | Darkest Brown     |
| Level 3  | Dark Brown        |
| Level 4  | Medium Brown      |
| Level 5  | Light Brown       |
| Level 6  | Dark Blonde       |
| Level 7  | Medium Blonde     |
| Level 8  | Light Blonde      |
| Level 9  | Very Light Blonde |
| Level 10 | Lightest Blonde   |

## LEVELS

- Dedicated **Emulsion Activator for Rhol Color** semi-demi permanent color in cream;
- Does not contain ammonia or derivatives;
- Is enriched with essential fatty acids derived from natural, pesticide-free vegetable sources ;
- Contains rich nutrients that protect and hydrate the hair during the coloring process;
- Reduces split ends;
- Should always be mixed in 1:2 ratio with

## SHADE SELECTION - RHOL COLOR

The letters for each color series, taken from the Italian words, denotes the tonal bases of the **Rhol Color** series

| Tone    | Italian          | English           | Series Description          |
|---------|------------------|-------------------|-----------------------------|
| N       | Magie Naturali   | Natural Magic     | Natural                     |
| D       | Armonie Dorate   | Golden Harmonies  | Gold                        |
| MS      | Fantasia Sabbia  | Sand Fantasies    | Soft Brown                  |
| MM      | Marroni Eleganti | Elegant Browns    | Brown                       |
| R/DR    | Sinfonie Ramate  | Copper Synphonies | Orange/Red                  |
| SR      | Sinfonie Rosse   | Red Synphonies    | Cool Vibrant - Red Hot Reds |
| MR      | Fantasia Rosse   | Red Fantasies     | Hot Vibrant - Red Hot Reds  |
| N/NB/NV | Neri Profondi    | Midnight Ebonies  | Black                       |

**Rhol Color** Cream; 1 part **Rhol Color** with 2 parts **active Emulsion**;

- Is rated at 7 volume developer

For many salon clients, semi-permanent hair color is the gateway to their hair color experience. And success and satisfaction allows the colorist to venture into the nuances and long-term advantages of permanent hair color.

That is why Tocco Magico spared no effort in formulating a unique Emulsion Activator for Rhol Color. Its essential fatty acids are 99% pure and natural derived from vegetable rather than synthetic sources. The natural structure of these acids are more easily absorbed into the hair, eliminating damage and reducing split ends, resulting in healthy hair and beautiful color. Rhol Color Active Emulsion. See what develops.

# INSTRUCTIONS FOR USE

## RHOL COLOR 60 ML

### VIRGIN APPLICATION

1. Perform a patch test
2. Gently Shampoo and towel blot hair
3. Apply barrier cream around entire hairline (barrier cream is a stain inhibitor and a skin protector)
4. Divide the hair into 4 sections
5. Apply the color with a flat brush on 1/4" partings from the scalp area through the mid-shaft and ends.

#### Keep in mind

When applying RHOL COLOR cream on gray/white hair:

- Mix equal parts of natural series and tonal series at desired level ;
- Apply first on gray / white hair;
- Process 15-20 minutes on white / gray root area, and 10-15 minutes on the cold shaft and ends.

#### EXAMPLE

+ 15 ml or 1/2 ounce selected tonal series + 30 ml or 2 ounces of RHOL COLOR active EMULSION.

- RHOL COLOR has no lifting action, it is tone on tone.

### RETOUCH APPLICATION

1. Shampoo + towel blot the hair
2. Apply barrier cream around entire hairline
3. Divide the hair into 4 sections
4. Using a 1/4" parting, apply color product onto re-growth only, if there is a line of demarcation, otherwise from scalp to ends.

### PROCESSING TIME

Approximately: 20 -30 minutes

After a Perm or Bleach: 10 - 15 minutes

Processing time may vary slightly depending on:

- the individual
- the texture of hair
- desired result

### SELF-CLEANSING FORMULA

RHOL COLOR with Herbal Extracts has a self-cleansing formula component, so shampooing is not always necessary for color removal.

After the color processing time is complete:

1. Simply add a small amount of warm or tepid water to the processed color on the hair. Lather and rinse.
2. Rinse thoroughly, additional Tocco Magico Color Safe Shampoos may be used for a light 2nd cleanse on thick or coarse hair.
3. Apply Palvin-bid, a unique pH normalizer, chemical scavenger, sealer, and hair conditioner. Emulsify on towelblotted hair and leave on for 2-3 minutes, and rinse. If the hair is thick and coarse a second application may be used. Style as usual.

# INSTRUCTIONS FOR USE

## RHOL COLOR 60 ML

### VIRGIN APPLICATION

To measure **RHOL COLOR** 60ml most accurately, it is suggested to use the **TOCCO MAGICO** electronic scale:

1. Place a non-metallic bowl or shaker onto the electronic scale;
2. Press the on/off button to clear weight of the bowl;
3. Measure desired grams/ounces of color into bowl;
4. Cream/stir color with a flat brush;
5. Reset scale to zero, again by touching the on/off button;
6. Add the appropriate **RHOL COLOR Active Emulsion** (**RHOL COLOR** is mixed 1 part color to 2 parts **RHOL COLOR** active **EMULSION**).

If you do not have an electronic scale, the **RHOL COLOR** 60ml tube is marked in 30ml/oz. increments (ounces and milliliters) on the tube.

Using your **TOCCO MAGICO Color Key**, simply wind your key down to the first 30ml line for retouch or to 60 ml for virgin application.

Using your **TOCCO MAGICO Measuring**

Beaker, pour in the appropriate amount of **RHOL Active Emulsion**.

#### NOTE

If you are used to working with ounces:  
1 ounce = approximately 30mls

# RHOL COLOR CLEAR

## VIRGIN APPLICATION

RHOL COLOR clear is a rich, moisturizing and conditioning cream formulation, which provides a natural “color sealer” shine & conditioning service, tone manipulator and contains no ammonia or dye pigments.

- Contains natural organic coconut cream base;
- Contains 7 natural herbal extracts;
- Does not contain ammonia or nonoxynol;
- Provides shine to gray hair;
- Can be used with RHOL COLOR cream colors to “soften” their tones for “color shy” clients;
- Is a great “Color Sealer” after color service for “high gloss polish”;
- Does not “coat” the hair with copolymers;
- Manipulate the intensities of any of the color tones

## MIXING RHOL COLOR CLEAR

- When RHOL COLOR clear is used by itself (not combined with other colors), simply apply RHOL COLOR clear cream mixed with distilled water to consistency onto shampooed, towel dried hair with no addition of RHOL COLOR active EMULSION
- When RHOL COLOR clear is mixed into a RHOL COLOR formula, you do

not compensate for it in your mixture by adding the proportionate amount of RHOL COLOR active EMULSION to the formula.

### EXAMPLE

40ml 7MM (Hazelnut) + 20ml Clear + 80ml RHOL COLOR active EMULSION - always in a 1:2 ratio

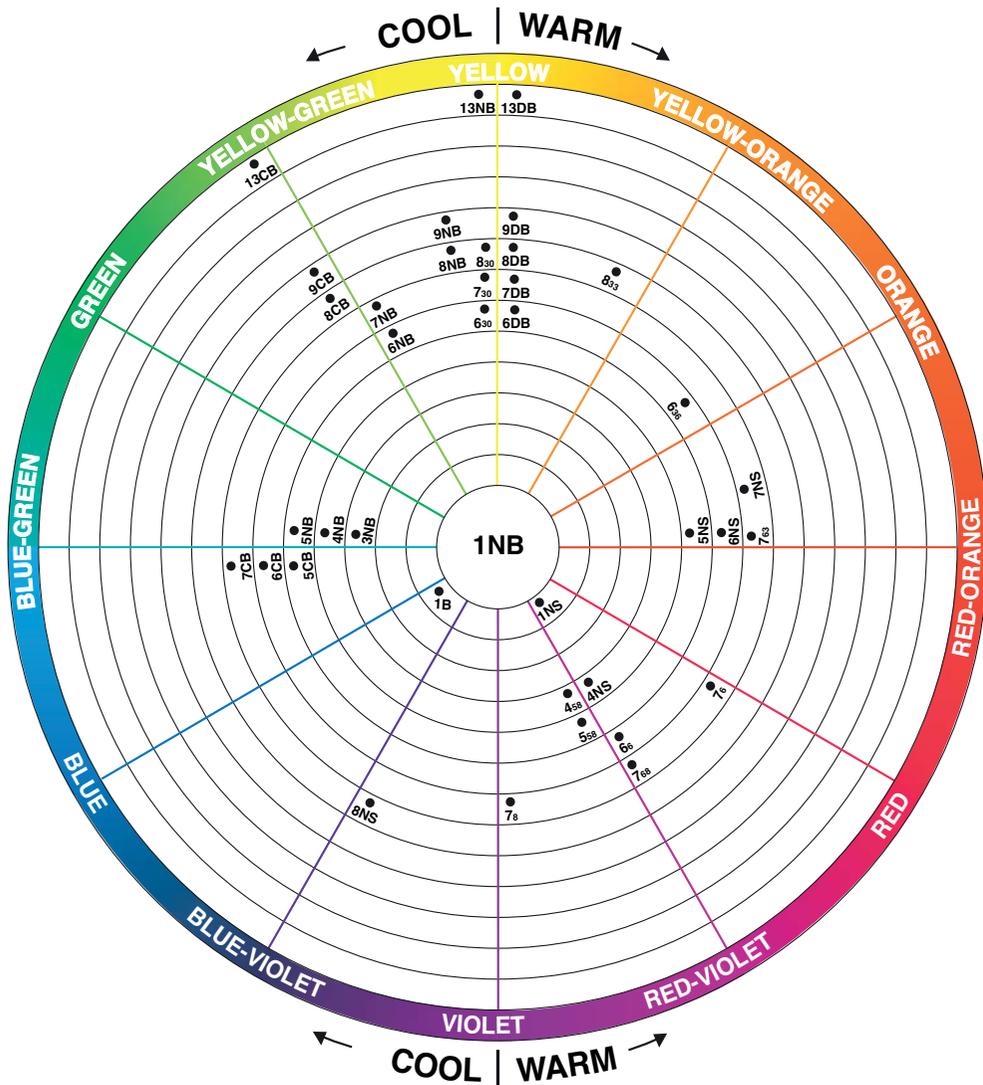
- Results will provide a soft, lighter hazelnut color with a very high gloss polish. If a true 7MM is desired, mix 7MM with RHOL COLOR active EMULSION (1:2), after processing time, rinse then proceed with Clear as a separate service.
- **Remember:** adding RHOL COLOR clear to the formulation “softens” your color tone.

## PROCESSING TIME

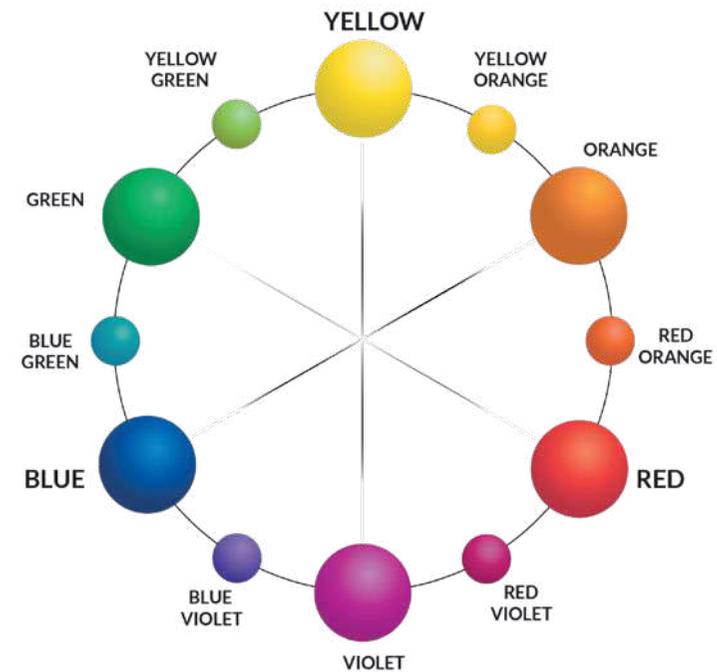
- RHOL COLOR Clear used alone: 25 minutes;
- RHOL COLOR Clear added to RHOL COLOR Cream Colors and RHOL COLOR Active Emulsion - 25-35 minutes.



# LAW OF COLOR



| Color Series |                   |
|--------------|-------------------|
| N            | Natural Magic     |
| D            | Golden Harmonies  |
| MS           | Sand Fantasies    |
| MM           | Elegant Browns    |
| R/DR         | Copper Synphonies |
| SR           | Red Synphonies    |
| MR           | Red Fantasies     |
| N/NB/NV      | Midnight Ebonies  |



color spectrum combinations  
of primary and secondary colors, create tertiary colors  
opposite colors neutralize each other

# BASE COLORS

BREAKDOWN OF THE COLOR PIGMENTS PRESENT IN THE CREAM

% Blue

% yellow

% Red

## NATURAL MAGIC

|     | % Blue | % yellow | % Red |
|-----|--------|----------|-------|
| 4 N | 54     | 41       | 5     |
| 5 N | 50     | 45       | 5     |
| 6 N | 40     | 55       | 5     |
| 7 N | 30     | 66       | 4     |
| 8 N | 15     | 82       | 3     |

## GOLDEN HARMONIES

|    | % Blue | % yellow | % Red |
|----|--------|----------|-------|
| 6D | 10     | 85       | 5     |
| 7D | 8      | 86       | 6     |
| 8D | 5      | 87       | 8     |
| 9D | 4      | 90       | 6     |

## ELEGANT BROWNS

|        | % Blue | % yellow | % Red |
|--------|--------|----------|-------|
| 4 MM   | 35     | 50       | 15    |
| 5.5 MM | 35     | 55       | 10    |
| 6 MM   | 30     | 60       | 10    |
| 7 MM   | 20     | 70       | 10    |
| 7.5 MM | 18     | 70       | 12    |

## COPPER SYMPHONIES

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 6 R  | 13     | 42       | 45    |
| 8 R  | 9      | 60       | 31    |
| 9 R  | 8      | 62       | 30    |
| 5 DR | 15     | 35       | 50    |
| 6 DR | 12     | 40       | 48    |
| 7 DR | 10     | 45       | 45    |

% Blue

% yellow

% Red

## RED SYMPHONIES

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 4 SR | 15     | 13       | 72    |
| 5 SR | 13     | 15       | 72    |
| 6 SR | 17     | 7        | 76    |
| 7 SR | 8      | 20       | 72    |

## RED FANTASIES

|        | % Blue | % yellow | % Red |
|--------|--------|----------|-------|
| 4 MR   | 26     | 49       | 25    |
| 6 MR   | 23     | 62       | 15    |
| 6.5 MR | 7      | 8        | 85    |
| 9 MR   | 7      | 15       | 78    |

## MIDNIGHT EBONIES

|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 1 N  | 84     | 12       | 4     |
| 1 NB | 99     | 0        | 1     |
| 1 NV | 75     | 12       | 13    |

## SAND FANTASIES

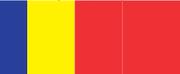
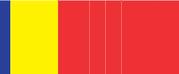
|      | % Blue | % yellow | % Red |
|------|--------|----------|-------|
| 7 MS | 10     | 82       | 8     |
| 9 MS | 4      | 92       | 4     |

# CONTRIBUTING FACTORS

| LEVELS                                     | 1N  |        |     | 4N   |        |     | 5N  |        |     | 6N  |        |     | 7N  |        |     | 8N  |        |     |
|--|---|--------|-----|--|--------|-----|---|--------|-----|---|--------|-----|---|--------|-----|---|--------|-----|
| FINAL RESULT<br>NATURAL<br>MAGIC<br>SERIES |  |        |     |  |        |     |  |        |     |  |        |     |  |        |     |  |        |     |
| NAME OF COLOR LEVELS                       | Ebony Black   |        |     | Chestnut   |        |     | Light Chestnut  |        |     | Dark Blond  |        |     | Blond   |        |     | Light Blond   |        |     |
| PRIMARY COLORS                             | blue  | yellow | red | blue   | yellow | red | blue  | yellow | red | blue  | yellow | red | blue  | yellow | red | blue  | yellow | red |
| QUANTITIES IN PERCENTAGE                   | 84  | 12     | 4   | 54   | 41     | 5   | 50  | 45     | 5   | 40  | 55     | 5   | 30  | 66     | 4   | 15  | 82     | 3   |
| PRIMARY AMOUNTS                            |  |        |     |  |        |     |  |        |     |  |        |     |  |        |     |  |        |     |

| LEVELS  | 6D   |        |     | 7D  |        |     | 8D  |        |     | 9D  |        |     |
|---|--|--------|-----|---|--------|-----|---|--------|-----|---|--------|-----|
| FINAL RESULT<br>GOLDEN<br>HARMONIES<br>SERIES |   |        |     |   |        |     |   |        |     |   |        |     |
| NAME OF COLOR LEVELS                          | Golden Underbrush  |        |     | Mediterranean Gold  |        |     | Golden Lake   |        |     | Golden Wheat  |        |     |
| PRIMARY COLORS                                | blue   | yellow | red | blue  | yellow | red | blue  | yellow | red | blue  | yellow | red |
| QUANTITIES IN PERCENTAGE                      | 10   | 85     | 5   | 8   | 86     | 6   | 5   | 87     | 8   | 4   | 90     | 6   |
| PRIMARY AMOUNTS                               |  |        |     |  |        |     |  |        |     |  |        |     |

# CONTRIBUTING FACTORS

| LEVELS                                      | 4SR   |        |     | 5SR   |        |     | 6SR  |        |     | 7SR   |        |     |
|---|---|--------|-----|---|--------|-----|--|--------|-----|---|--------|-----|
| FINAL RESULT<br>RED<br>SYMPHONIES<br>SERIES |  |        |     |  |        |     |  |        |     |  |        |     |
| NAME OF COLOR LEVELS                        | Red Dusk  |        |     | Mahogany Grains   |        |     | Garnet   |        |     | Volterra Red  |        |     |
| PRIMARY COLORS                              | blue  | yellow | red | blue  | yellow | red | blue   | yellow | red | blue  | yellow | red |
| QUANTITIES IN PERCENTAGE                    | 15  | 13     | 72  | 13  | 15     | 72  | 17   | 7      | 76  | 8   | 20     | 72  |
| PRIMARY AMOUNTS                             |  |        |     |  |        |     |  |        |     |  |        |     |

| LEVELS   | 6R  |        |     | 8R  |        |     | 9R  |        |     |
|--|---|--------|-----|---|--------|-----|---|--------|-----|
| FINAL RESULT<br>COPPER<br>SYMPHONIES<br>SERIES |  |        |     |  |        |     |  |        |     |
| NAME OF COLOR LEVELS                           | Antique Copper  |        |     | Bright Copper   |        |     | Light Copper  |        |     |
| PRIMARY COLORS                                 | blue  | yellow | red | blue  | yellow | red | blue  | yellow | red |
| QUANTITIES IN PERCENTAGE                       | 13  | 42     | 45  | 9   | 60     | 31  | 8   | 62     | 30  |
| PRIMARY AMOUNTS                                |  |        |     |  |        |     |  |        |     |

| LEVELS   | 6MM   |        |     | 7MM   |        |     |
|--|---|--------|-----|---|--------|-----|
| FINAL RESULT<br>FASHION<br>FANTASIES<br>SERIES |   |        |     |   |        |     |
| NAME OF COLOR LEVELS                           | Coffee  |        |     | Hazelnut  |        |     |
| PRIMARY COLORS                                 | blue  | yellow | red | blue  | yellow | red |
| QUANTITIES IN PERCENTAGE                       | 30  | 60     | 10  | 20  | 70     | 10  |
| PRIMARY AMOUNTS                                |  |        |     |  |        |     |

| LEVELS   | 1MB   |        |     |
|--|---|--------|-----|
| FINAL RESULT<br>FASHION<br>FANTASIES<br>SERIES |   |        |     |
| NAME OF COLOR LEVELS                           | Mediterranean Night   |        |     |
| PRIMARY COLORS                                 | blue  | yellow | red |
| QUANTITIES IN PERCENTAGE                       | 99  | 0      | 1   |
| PRIMARY AMOUNTS                                |  |        |     |

| LEVELS   | 6MR   |        |     | 7MR   |        |     |
|--|---|--------|-----|---|--------|-----|
| FINAL RESULT<br>FASHION<br>FANTASIES<br>SERIES |   |        |     |   |        |     |
| NAME OF COLOR LEVELS                           | Chestnut  |        |     | Volcano Red   |        |     |
| PRIMARY COLORS                                 | blue  | yellow | red | blue  | yellow | red |
| QUANTITIES IN PERCENTAGE                       | 23  | 62     | 15  | 7   | 15     | 78  |
| PRIMARY AMOUNTS                                |  |        |     |  |        |     |

| LEVELS   | 7RR   |        |     |
|--|---|--------|-----|
| FINAL RESULT<br>FASHION<br>FANTASIES<br>SERIES |   |        |     |
| NAME OF COLOR LEVELS                           | Mediterranean Sand  |        |     |
| PRIMARY COLORS                                 | blue  | yellow | red |
| QUANTITIES IN PERCENTAGE                       | 4   | 92     | 4   |
| PRIMARY AMOUNTS                                |  |        |     |





Guaina epitelial  
del follicolo, cio  
vaginazione epi  
contiene la radice

bo pieno

- Veduta

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sulla base di uniche e precise direttive, nel supremo interesse della Categoria, si potrà anche contare su di una maggiore e più cordiale solidarietà.

E', questo, l'augurio migliore che formula il nostro giornale alla vigilia delle importantissime decisioni che dovranno essere prese dal Comitato Nazionale d'Intesa.

## I Dirigenti di Categoria dall'On.le

# DE LIGHT

## HAIR DECOLORANT

DE LIGHT - HAIR DECOLORANT

*Il Presidente della Categoria, Signora, Di Natale, Diego e Costa, Luigi, sono stati ricevuti dall'On.le Angela Maria Cingolani Guidi, Sottosegretario per l'Artigianato al Ministero dell'Industria e del Commercio, unitamente al Segretario Nazionale della Categoria ed al Segretariato Generale della Confederazione Italiana dell'Artigianato, Dr. Michetti.*

*L'On.le Cingolani Guidi ha rassicurato i dirigenti della del suo vivo interessamento per la soluzione dei problemi prospettati. hanno costituito — essa ha presen-*



derico Ferri di Chiavari - ha creato ... la sua «Alta Fantasia» ... Congresso Nazionale di Milano.

# DE LIGHT

## HAIR DECOLORANT

### A NEW LIGHT ON HAIR, A UNIQUE EFFECT FOR A NEW BLONDING VISION!

**de]light System** is a complete lightening system for all blonding applications with graduated lifting power, depending on lightening product and developer selection:

**light (Decolor Cream)**  
**lighter (Power Lift Powder)**  
**lightest (Power Lift Plus Powder)**

**de]light System** is **Tocco Magico's** absolute innovation which promotes extreme high performance and ease of use.

**de]light System** is a philosophy that covers an entire range of lightening and provides unlimited possibilities of creativity, fashion and technique.

**Three lightening categories, five developers and one after treatment make up the de]light System.**

Synergistic action supported by a special technology, that promotes total lightening action, uniform lift and personalized, special effects.



**de]light System** is composed of high quality elements that determine a new approach to blonding.

**Power Lift Powder** contains violet pigments which reduce/control unwanted yellow undertones resulting from lightening.

**PowerLiftPlusPowder** contains blue pigments which reduce/control unwanted yellow/ undertones resulting from lightening.

This multi-level concept provides a complete system of optimal blonding results for the client:

### CONSULTATION

allows for the selection of the level of lift.

### FUNCTION

a new technology that allows for predictable blonding results in each lightening category.

### SUPPORT-TOOLS

specific accessories, re-usable, cellulose fiber strips, spatola, a step-by-step DVD with applications, that promote creative haircolor techniques, resulting in guaranteed client satisfaction.

# de]light<sup>®</sup> DECOLOR CREAM ●○○ CREAM

## DECOLOR CREAM LIFT WITH NO AMMONIA

### FEATURES

**Decolor Cream** is a unique, multi-use cream lightener for hair.

**Decolor Cream** is used for highlighting, gentle lightening and gentle removal of artificial color pigment. Proteins in association with silicon elements create a protective shield on the hair fiber.

### BENEFITS

Proteins give brilliance and silkiness, hydrating hair, giving strength and body.

Ideal for gentle lightening effects and contrasts. For clients, who want to add more lightness to the hair or gently remove unwanted artificial color pigment on the hair.

Delicately scented (natural aromatic fragrance).

### INSTRUCTIONS FOR USE

Mixing ratio 1:1.5. Mix one part of Decolor Cream with 1.5 parts of Oxi de]light (10, 20 or 30 vol) for fine to normal textures, 40 volumes when needed for stronger texture hair fiber, recommended off the scalp. Lifting Action Allows up to 2-3 levels of lift, depending on developer volume selected. Processing time Up to 30minutes according to desired level of lift and developer volume.



de]light®  
UNIVERSAL ●●○



# DE LIGHT UNIVERSAL

## LIGHTENING POWDER

### FEATURES

Dust free powder for complete total lightening and highlighting.  
Allows a lightening lift up to 5-6 levels.

Contains:

- **Power Lift Powder** contains violet pigments which control unwanted yellow undertones resulting from lightening.
- Cyamopsis tetragonoloba gum which protects and nourishes hair during lightening process.

### BENEFITS

**de]light Power Lift** is easy to mix and apply. Its delicate action is suited also for fine hair. Delicately scented (fruity fragrance).

### INSTRUCTIONS FOR USE

Mixing ratio 1:2 (1 part powder + 2 parts **de]light Oxi**) or mix to consistency.

Determinate quantity of product to use according to length and service. Rinse thoroughly and apply **de]light After Treatment**.

#### Processing time

Up to 35 minutes according to desired level of lift and developer volume selected.

#### Lifting Action

Allows up to 5-6 levels of lift, depending on developer volume selected.

de]light®  
OXI



# DE LIGHT OXI

10|20|30|40 VOLUMES

85

## FEATURES

40 volume recommended off the scalp.  
The **de]light developer emulsions** are dedicated and only to be mixed exclusively with **de]light Power Lift Powder** and **de]light Decolor Cream**.

## BENEFITS

Fluid developer emulsion enriched with conditioning elements that protect hair during lightening process. Mixes quickly and easily into an homogenous cream.

## INSTRUCTIONS FOR USE

Mixing Ratio: **de]light Power Lift Powder** 1:2  
(1 part powder + 2 parts **Oxi de]light**) or mix to consistency

**Decolor Cream** 1:1.5  
(1 part cream + 1.5 parts **Oxi de]light**).

Delicately scented (fruity fragrance).

de]light®  
PLUS ●●●  
polvere decolorante



# DE LIGHT PLUS

## POWER LIFT PLUS LIGHTENING POWDER

### FEATURES

Dust free powder for complete total lightening and highlighting.  
Allows a lightening lift up to 7-8 levels

Contains:

- **Power Lift Plus Powder** contains blue pigments which reduce unwanted yellow undertones resulting from lightening.
- Cyamopsis tetragonoloba gum which protects and nourishes hair during lightening process.
- Cationic conditioners which invigorate hair fibers and is also suitable for lightening course hair.

### BENEFITS

de]light Power Lift Plus Powder is easy to mix and apply.  
Delicately scented (delicate fragrance).

### INSTRUCTIONS FOR USE

Mixing ratio 1:1 (1 part powder + 1 part de]light OXI Plus) or mix to consistency.

Determine quantity of product to use according to length and service. Rinse thoroughly and apply de]light After Treatment.

#### Processing time

Up to 45 minutes according to desired level of lift with dedicated Plus developer.

#### Lifting Action

Allows up to 7-8 levels of lift, depending on developer volume selected.

de]light®  
OXI PLUS



# DE LIGHT OXI PLUS

## LIGHTENING UP TO 8 LEVELS

87

### FEATURES

OXI Power Lift Plus Developer  
Recommended off the scalp The **de]light Oxi Power Lift Plus** developer emulsion is dedicated and only to be mixed exclusively with **de]light Power Lift Plus Powder**. When mixed with **de]light Power Lift Plus Powder**, allows lightening lift up to 7- 8 levels.

### BENEFITS

Fluid developer emulsion enriched with conditioning elements that protect hair during lightening process. Mixes quickly and easily into an homogenous cream.

### INSTRUCTIONS FOR USE

**Mixing ratio:** 1:1 (1 part **powder Plus** + 1 part **OXI Plus**) or mix to consistency.  
Delicately scented (delicate fragrance).

de]light®  
AFTER  
TREATMENT  
con Vitamine



# DE LIGHT AFTER TREATMENT

## WITH VITAMINS

### FEATURES

Fluid **de]light After Treatment** cream. Closes the cuticle, removes any bleach residual.

Contains:

- Active agents with magnesium, non ionic and delicate sugar derivatives.
- Glycerine derivatives that nourish hair.
- Rice oil emollient.
- Conditioning elements which restructure and detangle hair.
- Vitamin complex: vitamin E (antioxidant), vitamin C (revitalizing), vitamin B3 (energizing), vitamin B5 (moisturizing), vitamin B6 (stimulating).

### BENEFITS

Fluid **de]light After Treatment** cream, cleanses and delicately detangles and nourishes hair.

To be used only after **de]light** lighteners. Delicately scented.

### INSTRUCTIONS FOR USE

Apply necessary quantity on hair and emulsify.

Rinse thoroughly and comb through gently. Proceed with next desired treatment, style and finish.





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[tocomagico.official](https://www.facebook.com/tocomagico.official)



[tocomagico](https://www.instagram.com/tocomagico)

MADE IN ITALY

