# WILD COLOR™

## PRECISION DYE TECHNOLOGY

**SPECIAL HELICHRYSUM ITALICUM & OIL EDITION**

ARGAN • OLIVE • JOJOBA

# HAIR COLOR TECHNICAL MANUAL

**WILD**WORLD**HAIR**
MILANO
MADE IN ITALY

**www.wildworldhair.com**

# SIMPLE & EASY
## TO USE.
## THE PERFECT
# COLORATION.

**NO NEED FOR SHADES INTERMIXING!**

**230 READY COLORS TO CHOOSE, WITH 96 OF THE WORLD'S MOST RENOWNED NATURAL SHADES.**

# TONE'S LEVEL & REFLEX

**AMERICAN CODE**

7GC

LEVEL OF TONE

PRIMARY REFLEX

SECONDARY REFLEX

**INTERANTIONAL CODE**

7.34

LEVEL OF TONE

PRIMARY REFLEX

SECONDARY REFLEX

**TONE'S LEVEL CODE**

| INT. | | USA |
|---|---|---|
| 1 | BLACK | 1N |
| 2 | DARKEST BROWN | 2N |
| 3 | DARK BROWN | 3N |
| 4 | BROWN | 4N |
| 5 | LIGHT BROWN | 5N |
| 6 | DARK BLONDE | 6N |
| 7 | BLONDE | 7N |
| 8 | LIGHT BLONDE | 8N |
| 9 | VERY LIGHT BLONDE | 9N |
| 10 | PLATINUM BLONDE | 10N |

**REFLEX CODES**

| INT. | | USA |
|---|---|---|
| 1 | ASH | A |
| 2 | VIOLET | V |
| 3 | GOLD | G |
| 4 | COPPER | C |
| 5 | MAHOGANY | M |
| 6 | RED | R |
| 7 | COOL BROWN | CB |
| 8 | WARM BROWN | WB |

**SPECIAL REFLEX CODES**

| INT. | | USA |
|---|---|---|
| 23 | TOBACCO | T |
| 32 | BEIGE | B |
| 34 | GOLD COPPER | GC |
| /2 | NATURAL MATT | NM |

All **WILD COLOR** Naturals are identified by their tone's level and the letter **N**. The second letter, identifies the nuance of the natural color, with reference to the most important ones, on the world market.



# THE REVOLUTION OF HAIR COLOR

**WILD COLOR is presented in a size of 180 ml**, it has a dilution ratio of 1:2, when mixed with 360 ml of a **WILD COLOR** oxidizing emulsion in cream, it allows you to attain 540 ml of a complete product, giving approximately 5 applications of hair dye.
**WILD COLOR** has ultra-modern colors and offers a large variety of **230 colors, including a unique world renowned range of 11 series of naturals with 96 shades to choose from.** So without having to mix the colors, any natural coloration needed can be restored.
A wide range of 89 Fashionable shades, 6 Special Performance for Men and 18 Direct shades to set your fantacy free.
All permanent shades are formulated to 100% grey coverage.
The high standards of production enable a control of the pigments, which has never been achieved before. The colors of **WILD COLOR** are designed to have **STOICHIOMETRICALLY BALANCED FORMULAS.** Professional users are guaranteed safety and quality. In addition **WILD COLOR** is prepared for the strictest regulations in the world.
In addition, given the rise in allergies and sensitization and the growing attention to these phenomena, globally, it has become necessary today to create special color lines.

**96** **NATURAL HAIR COLORS**
to choose your favourites from

**89** **FASHION PERMANENT HAIR COLORS**
no limits to creativity

**5** **FASHION ALL FREE HAIR COLORS**
no PPD, no Ammonia, no Resorcinol and no Parabens

**18** **FASHION AMMONIA FREE HAIR COLORS**
Ammonia free

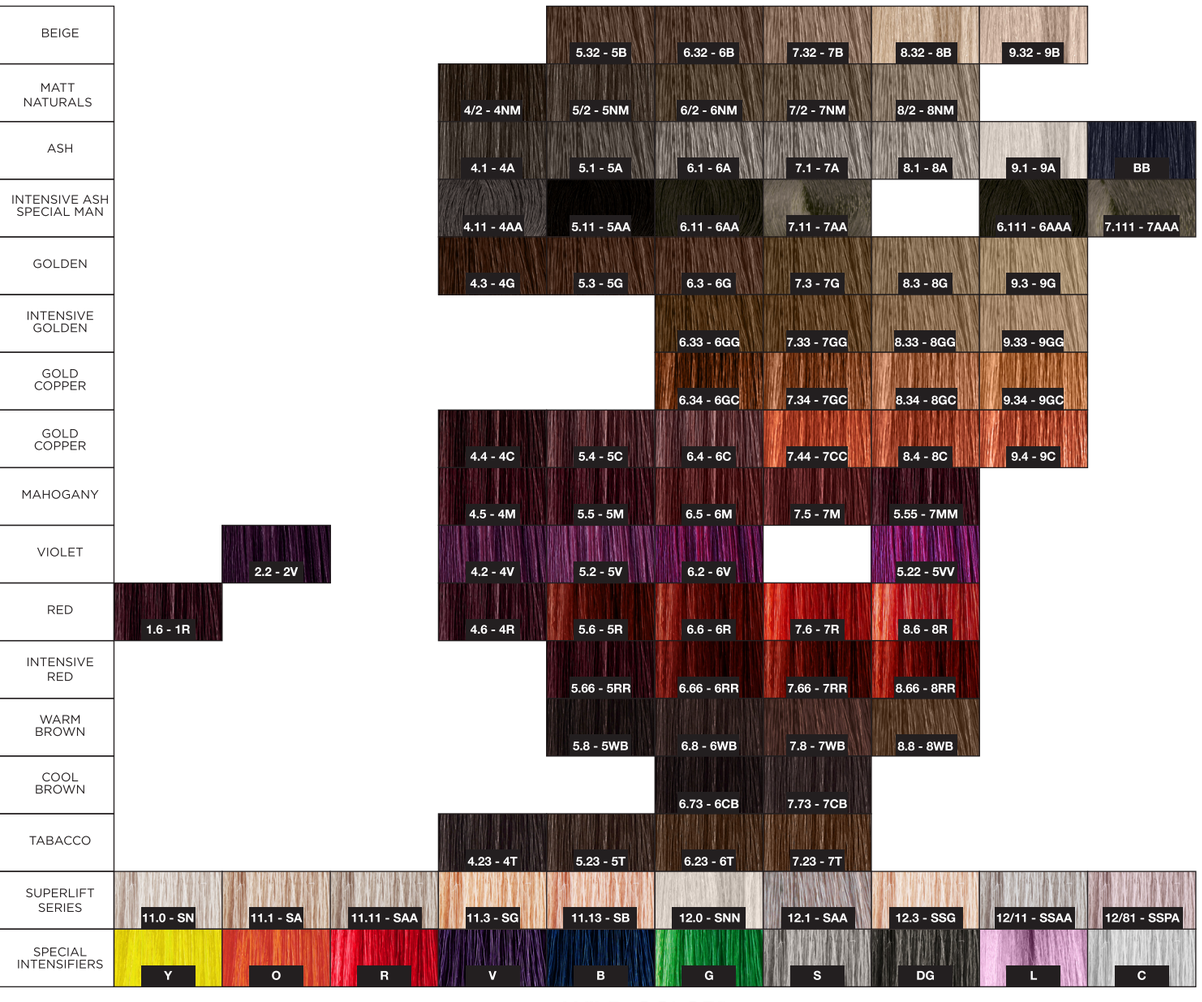
**18** **DIRECT HAIR COLORS**
set your fantasy free

**6** **SPECIAL PERFORMANCE FOR MEN**
designed for a male's needs

| LEVEL | SHADE NAME | DOMINANT PIGMENT | | NEUTRALIZING BASE |
|---|---|---|---|---|
| 1 | BLACK | BLUE | | |
| 2 | DARKEST BROWN | BLUE/VIOLET | | |
| 3 | DARK BROWN | VIOLET | | |
| 4 | BROWN | RED/VIOLET | | YELLOW/GREEN |
| 5 | LIGHT BROWN | RED | | GREEN |
| 6 | DARK BLONDE | RED/ORANGE | | BLUE/GREEN |
| 7 | BLONDE | ORANGE | | BLUE |
| 8 | LIGHT BLONDE | YELLOW/ORANGE | | BLUE/VIOLET |
| 9 | VERY LIGHT BLONDE | YELLOW | | VIOLET |
| 10 | LIGHTEST BLONDE | PALE YELLOW | | VIOLET |

# 8 NATURAL PERMANENT HAIR COLOR SHADES

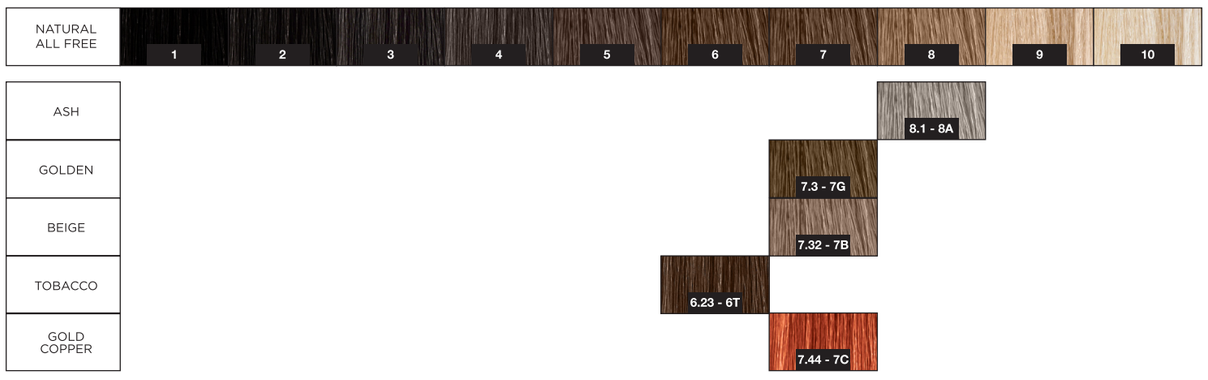
# FASHION PERMANENT HAIR COLOR




WILD COLOR™

# AMMONIA FREE PERMANENT HAIR COLOR

# ALL FREE PERMANENT HAIR COLOR




# DIRECT HAIR COLOR

WILD COLOR™

# PEROXIDE CHOICE
# AND SIMPLY BUT IMPORTANT NOTIONS FOR USE

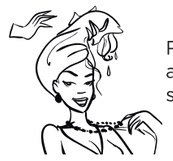
**WILD COLOR** developer is the perfect complement for **WILD COLOR** hair color. A creamy formulation, rich in emollients and easy to apply, with reduced sensitization properties and an overall excellent cosmetic result.

## BASE CHOICE OF VOLUME CREAM DEVELOPERS

| | |
|---|---|
| **5 VOL. (1,5%)** | FOR TONING |
| **10 VOL. (3%)** | TO DARKEN |
| **20 VOL. (6%)** | TO COLOR AT SAME LEVEL'S TONE<br>1 TONE OF LIFT<br>FOR LIGHT BLEACHING (2/3 TONES) |
| **30 VOL. (9%)** | FOR 1/2 TONES OF LIFT<br>FOR 2/3 TONES OF LIFT WITH SUPERLIGHTENERS<br>FOR MEDIUM BLEACHING (4/5 TONES) |
| **40 VOL. (12%)** | FOR 2 TONES OF LIFT<br>FOR 3/4 TONES OF LIFT WITH SUPERLIGHTENERS<br>FOR STRONG BLEACHING (6/7 TONES) |

Apply on dry and unwashed hair.

30 minutes



Rinse the hair and apply after color shampoo (pH 4.5)

## GREY HAIR COVERAGE

All permanent hair color shades of **WILD COLOR** are formulated to 100% grey hair coverage, therefore it is not necessary to mix the shades of **WILD COLOR** with natural based colors. If there is a visibility of grey hair due to a result of poor coverage, proceed with repigmentation or reduce the dilution ratio from 1:2 to 1:1,5.

# THE COLORIMETRY

## PRINCIPLES OF COLORIMETRY

### PRIMARY COLORS

Primary Colors are the root of every other color.
When combined, other colors are formed.

3 Primary Colors, in the same proportion, generate a neutral color.

### SECONDARY COLORS

Secondary Colors are the result of mixing two Primary Colors.

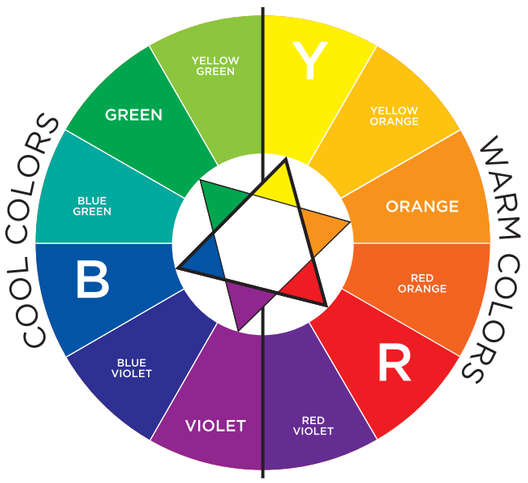
### TERTIARY COLORS

Tertiary colors are the result of the combination, in equal proportions, of a Primary and a Secondary Color.

### COMPLEMENTARY OR CONTRAST COLORS

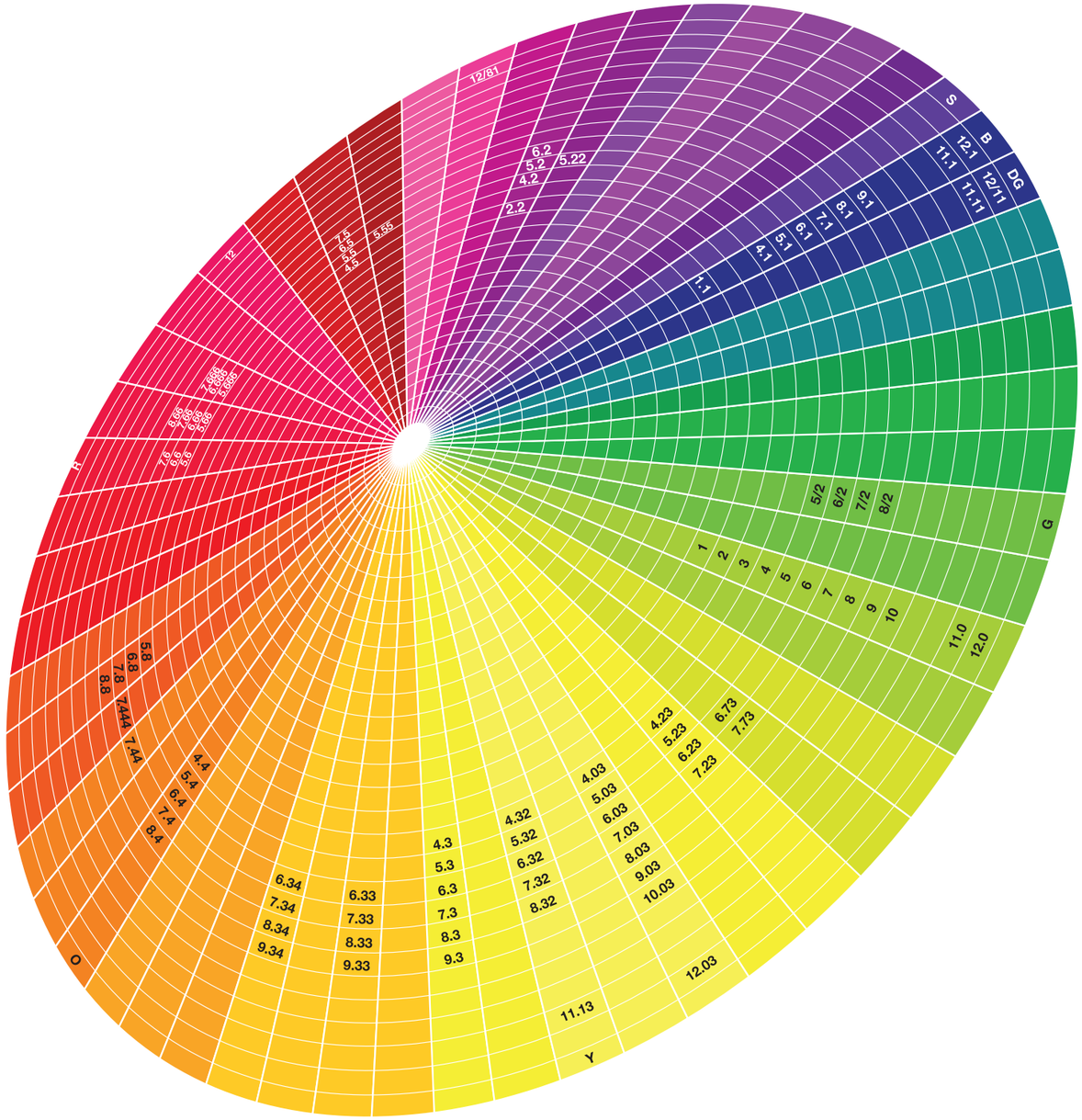
When a Primary Color and a Secondary Color, on opposite sides of the color wheel, are mixed together, they are considered complementary colors. The further away the colors are from each other, the higher the contrast, causing the colors to neutralize.

# THE COLOR WHEEL






# A NEWTON DISK



CAUTION
DO NOT SWALLOW.
KEEP OUT OF REACH OF CHILDREN.
READ SAFETY INSTRUCTIONS
BEFORE OPENING.
CONTAINS NOT MORE THAN
24 g/kg AMMONIA,
25 g/kg PHENYLENEDIAMINE
AND 35 g/kg TOLUENEDIAMINES
WILD COLOR™
PRECISION DYE TECHNOLOGY
SPECIAL HELICHRYSUM ITALICUM & OIL EDITION
ARGAN • OLIVE • JOJOBA
PERMANENT HAIR COLOR • PERMANENTE HAARFARBE • COLOR PERMANENTE • COULEUR PERMANENTE.
COLORAZIONE PERMANENTE • كريم صبغ الشعر • КРЕМ-КРАСКА ДЛЯ ВОЛОС
Cont.
Contains, Enthält, Contiene, Contient, يحتوي, Он Содержит
1 Phenylenediamines, Phenylendiamin, Diaminobenzenos, Diaminobenzènes, Diamminobenzeni, فينيلينديامين, Фенилендиамины.
2 Phenylenediamines (Toluenediamines), Phenylendiamine (Toluylendiamine), Diaminotoluenos, Phénylènediamines (Toluènediamines), Fenilendiammine (Diamminotoluèni), فينيلينديامين (تولوينديامين), Фенилендиамины (Толуэндиамины).
3 Resorcinol, Resorcin, Resorcinol, Résorcine, Resorcina, ريسورسنول, Резорцин.
4 Ammonia, Ammoniak, Amoníaco, Ammoniaque, Ammoniaca, أمونيا, Аммиак.
ITALICUM
HELICHRYSUM
PDT
6 fl.oz / (170 g) / 180 ml e
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SPECIAL HELICHRYSUM ITALICUM & OIL EDITION
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6 fl.oz / (170 g) / 180 ml e
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