



WILD COLOR™

— PRECISION DYE TECHNOLOGY —

SPECIAL HELICHRYSUM ITALICUM & OIL EDITION

ARGAN • OLIVE • JOJOBA

THE REVOLUTION OF HAIR COLOR



WILD COLOR™

INTERNATIONAL HAIR STYLING

WILDWORLDHAIR
MILANO
MADE IN ITALY

www.wildworldhair.com



THE REAL
HAIR COLOR INNOVATION
6fl.oz • 180ml
RATIO 1+2



WILD COLOR™



PRECISION DYE TECHNOLOGY

THE MOST ADVANCED AND OUTSTANDING PRODUCTION TECHNOLOGY ALLOWING AN EXCEPTIONAL MANAGEMENT OF DYES, NEVER REACHED BEFORE.

A GUARANTEE OF QUALITY AND CONSISTENCY OF RESULTS.



STOICHIOMETRICALLY BALANCED FORMULAS

FOR MAXIMUM PERFORMANCE AND RESPECT FOR HAIR AND SCALP.

THE BEST FROM THE LATEST DISCOVERIES AND THE MOST EFFECTIVE ACTIVES

ENRICHED WITH AN EXCLUSIVE AND EXCEPTIONAL BLEND OF COSMETIC AND EMOLLIENT OILS.



HELICHRYSUM ITALICUM



OLIVE OIL



JOJOBA OIL



ARGAN OIL



PHOPLEX



WILD COLOR™

6 fl.oz x ratio 1:2 = 18 fl. oz

18 fl. oz
(540 ml)
OF COLORING MIXTURE

5
APPLICATIONS
(3.6 fl. oz per application)



WILD COLOR™

A HUGE SELECTION TO CHOOSE FROM!

230

COLORS IN A 6 fl. oz (180 ml)

WILD COLOR is presented in a format 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, which 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

fantasy 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

WILD COLOR™

THE FIRST & ONLY COLOR RANGE WITH **96** OF THE MOST POPULAR NATURAL HAIR COLORS IN THE WORLD.

11

SERIES OF NATURALS!

- 1 • 10 NATURALS**
- 2 • 10 NATURALS ALL FREE**
- 3 • 10 NATURALS AMMONIA FREE**
- 4 • 5 NATURALS DIRECT COLOR**
- 5 • 9 NUANCES - N/O**
- 6 • 9 NUANCES - N/W**
- 7 • 8 NUANCES - N/S**
- 8 • 9 NUANCES - N/G**
- 9 • 10 NUANCES - N/A**
- 10 • 9 NUANCES - N/M**
- 11 • 7 NUANCES - N/R**

