



Product Knowledge Class

PURPOSE: To introduce the COLORLY Hair Color System to new and potential new users. Create excitement through color. To instruct in a brief yet thorough description of IT&LY HAIRFASHION products, programs, and company philosophy in a fun environment.

GOAL: To generate and stimulate an environment of creativity using the IT&LY HAIRFASHION family of products. Gain a working knowledge of COLORLY Advanced Formula, along with generating an excitement for our support hair color products, including *delyTON*, *lyCOLOR*, *VIVLY* etc.

Requirements:

- o Have a solid interest to purchase IT&LY HAIRFASHION products and /or have recently purchased a Done Deal.
- o The use of a Salon or another venue with access to color application and removal.
- o White board or easel

Tools:

- o Small selection of all IT&LY HAIRFASHION products for display and working product.
 - o Tear sheets, 4-pager, Quarterly deals, sales, etc.
 - o All Swatch charts, bowls, brushes, beakers, etc.
 - o One– two models (Simple application)
 - o Four-hour class (Two hour dialog, two hour application)
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Begin seminar:

- Introduce yourself
- Thank salon, distributor, and any other pertinent figures for hosting.
- Have salon stylists introduce themselves
- Ask about their color knowledge, COLORLY A.F. usage etc.
- Start with something to grab their attention, joke, story etc.

Change is hard; rare is it that a person gladly looks forward to change in their life style, habits, love, or hair color! Change means we have to participate, maybe get a little uncomfortable, or maybe even think! Change usually means growth, and growth can be exciting and stimulating, even a little uncomfortable. Who wants to be left standing on the sidelines, the brain needs stimulating until the day we curl up our toes. Why not change color lines? Why not stimulate our craniums? Live a little, learn, have fun, be creative, and love!

Where it all began: **COMPANY INFORMATION AND FOUNDATION**

- Founded, Milan Italy in 1987 by experienced Chemists, Artists, and Administrators.
- Dedicated to the Advancement and Development of Professional Hair Color Products and Accessories.
- Worldwide Distribution to over 100 countries
- The Mission Of IT&LY HAIRFASHION is to serve and expand the boundaries in the Art of Hair Color
- Technical refinement and a “Simple by Design” approach to education recognizes the products from IT&LY HAIRFASHION as the “Colorists Color”
- Full service hair color range, formulated with Respect of the Professional by maintaining the artistry.
- Education as an integral part of the success of IT&LY HAIRFASHION, achieves creativity, artistic expertise and confidence through enjoyment of hair color art.



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PRODUCTS

A. COLORLY ADVANCED FORMULA

(These are the features; use your FBA sheet for benefits and advantages)

- Low Ammonia Formulation, levels 1-10: 0.6 -1.8%, SS - 2.5%
- Phyto-Wheat protein, Soybean and Coconut oils with Essential Fatty Acids
- 68 shades
- 100% gray coverage
- Tri-level base
- “Simple by Design”, ease of formulation
- UV inhibitors

Charts are the salesperson and stylists favorite gadgets. Have plenty to show around the room.

B. delyTON

- Demi-permanent, no lift deposit only
- No Ammonia, low hydrogen peroxide
- Phytokeratine Complex
- Silk protein conditioners
- 24 mixable shades
- Non-progressive
- Bowl and brush application

C. lyCOLOR

- Demi-Permanent, no lift deposit only
- Gradually and naturally diminishes from the hair
- No Ammonia
- 18 Translucent shades + Clear
- Same day chemical service

D. EASILY Blond

- Decolorizing Powder
- No Dusting
- Anti-Red agent
- On and Off the scalp flexibility
- Color remover
- 3.8%



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E. EASILY Contrast

- 5,10,20,30,40 Volumes are acceptable
- Levels 1 – 5 only, tinted and virgin
- Do not apply heat
- Application on dry or wet hair
- Cap, Baliage, or foil work
- Mix two parts developer to one part Contrast
- Refresh with water and EASILY Contrast
- Lower volumes are also workable
- Fast
- Gradually fades on tone

F. COLORLY Mèches

- Permanent toning system for pre-lightened hair
- 6 balanced fade resistant tones
- Non-progressive
- Ammonia Free
- Minute processing
- Translucent vibrancy
- Will only work on decolorized hair (EASILY Contrast included)

G. VIVLY and VIVLY Plus

- Classic Semi-Permanent
- 14 Shades
- Retail Generating
- For use in Repigmentizing (replace missing pigments)
- Deposit only, Non-Peroxide, Non-Ammonia
- Designed to work best on drab or ashed out hair.

H. XTREME

- Bowl and brush application
- Dimensional application
- Pre-lightened or natural coverage
- Colors are intermixable
- Heat can be applied for intensity (20 mn)
- 8-10 shampoos
- Green, blue, orange, red purple yellow, and fuchsia



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At this time take a break. Prep your model. Discuss her desires, your considerations, and prep your materials. When break is over, proceed to show how to formulate with the 4-pager, and the use of the swatch chart in determining the natural base. Apply color and process. Have assistants remove application and style model out.

During processing, review the support products and ACP styling line.

A. ADVANCED SHAMPOO

- Reduces alkalinity
- Removes excess color
- Stabilizes color
- Uva and uvb Filters to reduce color fade

B. REVIVOR

- Silk proteins
- 150 Molecular weight for deep penetration
- Reconstructing

C. RIFLESSI

- Vitamin A – maintains correct level of moisture and nourishes hair from the inside
- Vitamin B – penetrates to add hydration, flexibility and body. Rebuilds and repairs with its hydrating and emollient properties along with reducing split ends.
- Vitamin C – Anti-Oxidant properties protect hair from the sun and free radicals
- Intermixable colors – colors may be mixed to create new tones
- Back bar/retail generating – create new color opportunities
- Corrective – correct subtle changes at back bar for mis-colored hair

D. RELAXARE

- Curl Reducer
- Thioglycolate Base
- Conditioned with Shea Butter
- Can be used on Virgin and Tinted hair
- pH of 9.0



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E. ADVANCED COLOR PROTECTION (ACP)

- Rich Wheat Protein, Oat amino acids, Rice bran oil
- Guaranteed to reduce color fade
- ACP complex (Two Sun Inhibitors)
- Not limited to color treated hair
- Rebated in Avanti Salon Program

F. EQUALIZER Advanced Formula

- Instant restructuring
- Advanced protein complex restores protein without over filling
- Special Vegetable Protein
- Instant balance
- Absolute control
- Use before Permanent Wave or Color service to correct porosity

This class is meant to be fun, exciting and enticing. Don't let it get bogged down in complicating formulas, techniques and issues. This is a look, see, feel, and entertaining class. Have fun!

CONCLUSION:

- Ask for questions
- Review color models
- Thank salon, models, and any other pertinent people
- Refer to Technical support hot-line for further assistance
1-800-621-4859
1-800-621-ITLY