

125 STANDARD SHADES AND 80 RECIPES FOR UNIQUE & CUSTOMIZABLE COLORS

111 NUANCE 10 FAMILIES

- NATURAL
- ASH
- BEIGE
- GOLDEN
- COPPER
- MAHOGANY
- RED
- VIOLET
- IRISÉ
- FANTASIA

7 MIX

- MIX

5 LIGHTENERS

- SUPER BLOND

2 GLITCH

- GLITCH

80 COLOR CONCEPT / PERSONALIZED NUANCE

INFINITE COLOR POSSIBILITIES

COLOREVO
Beyond color, true emotion.

CONCETTUALI - CONCEPT

FOR YOU ASKING FOR MORE, TO BE UNIQUE AND ONE-OF-A-KIND, COLOREVO SHOWS A MENU OF HIGHLY CUSTOMIZABLE AND CUSTOMIZED COLORS, THAT YOUR HAIRSTYLIST WILL CREATE FOR YOU.

LET YOURSELF BE INVOLVED AND FOLLOW WHAT EACH COLOR CAN OFFER. GET THE THRILL THAT ONLY YOUR NUANCE WILL BE ABLE TO TRIGGER. LIVE THE EMOTION!

USE AS SUPERLIGHTENER | USE AS COLOREVO GLITCH | USE AS TONERS ON BLEACHED OR ON HAIR THAT IS LEVEL FROM 9 TO 10

MOUNTAIN RANGES | **ESOTERIC** | **SPICES** | **DESERTS** | **WINES** | **METALS** | **FABRICS** | **FRUITS** | **WATERCOLOURS** | **ELECTRIC**

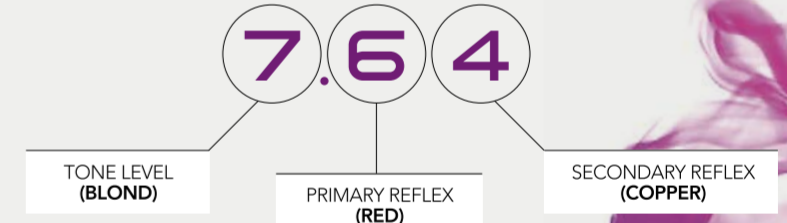
9. HIMALAYA	7. AZTECO	8. ZAFFERANO	8. MACIS	10. VICTORIA	9. MOJAVE	7. MERLOT	7. MAGNESIO	DAMASCO	ALBICOCCA	CILIEGIA	SALMONE	CRISTALLO	CORALLO	SMERALDO
8. ANDE	7. SIBILLA	8. CASSIA	8. CURRY	9. NAMIB	9. MAGHER	6. BEAUJOLAIS	6. NICHEL	VELLUTO	MELONE	FRAGOLA	LILLA	ARGENTO	PAPAVERO	COBALTO
7. PIRENEI	7. MAYA	7. PAPRIKA	7. TAMARINDO	9. ANTARTICO	9. DIPINTO	6. PORTO	6. PIOMBO	RASO	MANDARINO	RIBES	ROSA ANTICO	LAVANDA	RUBINO	ABISSO
7. DOLOMITI	6. DELFI	7. PEPPERONCINO	7. CALJUN	8. SAHARA	9. SIRIANO	6. CABERNET	5. TITANO	CHIFFON	LAMPONE	GLICINE	ROSA ANTICO	LAVANDA	RUBINO	ABISSO
5. URALI	6. ATLANTIDE	6. PEPE	7. CHODO DI GAROFANO	8. GOSI	8. ARABICO	8. BAROLO	5. MERCURIO	ORGANZA	AMARANTO					
4. TEMPLARE	6. ANICE	7. GRAN CANYON	7. GIBSON	8. BARBERA	4. TUNGSTENO	BROCCATO								
6. MASALA	7. LIBICO	6. KALAHARI	4. BRUNELLO	4. FERRO										

COLOREVO uses an international numbering system present in over 50 countries.

It is a system that overcomes any linguistic barrier and makes choosing color very simple.

Selective Professional color nuances are identified by a number, followed by a full stop and one or two other numbers.

- The number before the full stop indicates the tone level, from light to dark (from 10 to 1);
- The first number after the full stop indicates the main primary reflex;
- The second number after the full stop indicates the secondary reflex.



NUMBERING OF REFLEXES

- .0 NATURAL
- .1 ASH
- .2 BEIGE
- .3 GOLDEN
- .4 COPPER
- .5 MAHOGANY
- .6 RED
- .7 VIOLET
- .8 IRISÉ

GRAY HAIR COVERAGE

In order to perfectly cover gray hair, we recommend mixing the highlighted nuances of COLOREVO with nuances of the same tone level in the Natural or Natural Intense series.

The following chart clarifies the ideal formula ratio, based on the percentage of gray hair present

% GRAY HAIR	% NATURAL NUANCE IN THE FORMULA	% HIGHLIGHTED NUANCE IN THE FORMULA
0%		100%
0 - 30%	20%	80%
30 - 50%	30%	70%
50 - 100%	50%	50% 8 (+MIX)

Some examples will help you understand how to read the numbers associated to a shade:

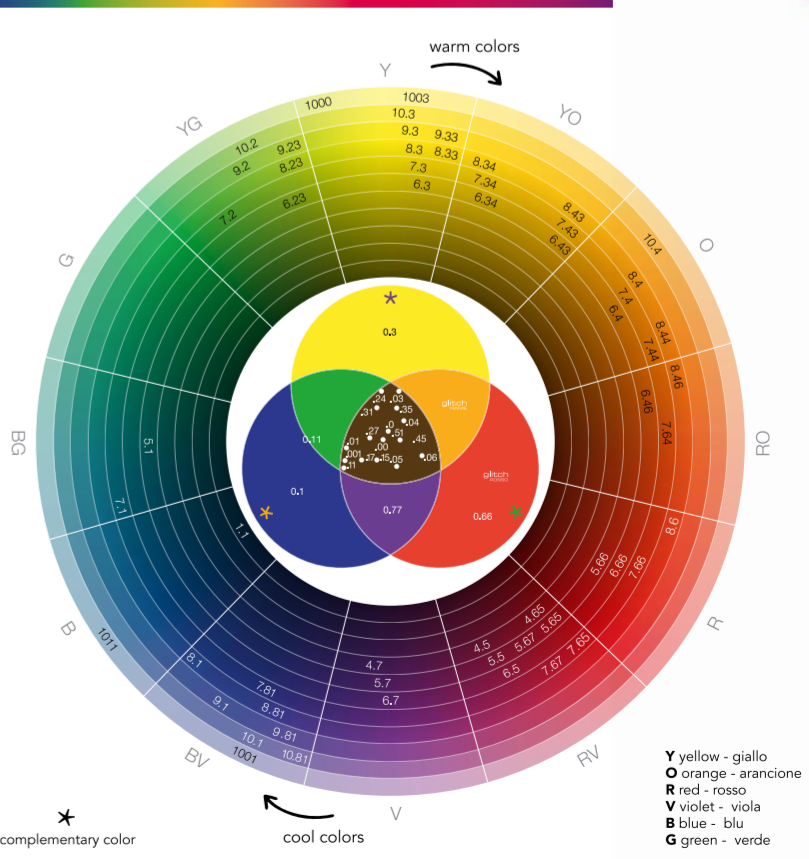
5.0 NATURAL LIGHT CHESTNUT BROWN
7.1 ASH BLOND
6.43 DARK BLOND COPPER GOLDEN
6.01 NATURAL DARK ASH BLOND
5.00 NATURAL LIGHT CHESTNUT BROWN INTENSE
6.66 DARK BLOND RED INTENSE

The names of the Fantasia nuances do not follow the standard rules, as they contain tertiary reflex. In any case, they also have a numbering system that helps the hairstylist to know the predominant reflex of each formula.

Examples of how to read FANTASIA nuances:

4.31 CHESTNUT BROWN JUNIPER
6.51 DARK BLOND GIANDUIA

The color wheel and COLOREVO



All visible colors can be positioned on a color wheel, on which their complementary colors will be opposite them. By positioning COLOREVO nuances on the wheel, it is clearly visible which highlights they contain and which colors can be used to neutralize unwanted color toning.

NATURAL, NATURAL INTENSE and FANTASIA colors are exceptions in this classification system, as their highlight is represented by the union of primary and secondary colors (that is, tertiary colors) in varying quantities. Therefore their numbering gives an indication of the highlights they contain, but does not make it possible to position them univocally on the color wheel. For this reason, they are positioned in the central part of the wheel itself.



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