

PRODUCTS
PRESENTATION

WILDCOLOR™

THE REVOLUTION OF COLOR



CREAM COLOR
enhanced with:



Olive Oil *Argan Oil* *Jojoba Oil*

COLOR PERMANENT, AMMONIA FREE, ALL FREE & ACID COLOR



- 4 Coloring lines, perfect for any need.
- Maxi size, up to 5 applications.
- Simple and user-friendly.
- Enriched with Jojoba Oil, Olive Oil and Argan.
- Available in a 180 ml size (enough for a minimum of 4 applications)

Wild Color™ is a coloring cream enriched with jojoba oil, olive oil and argan oil. It is available in a 180 ml size (enough for a minimum of 4 applications) and offers a wide range of colors:
Among the ammonia colors we include: 10 series of basic natural colors, which is unique in the world, 69 fashion colors and 10 super lightening colors.
33 ammonia-free colors.
4 ammonia-free soft toners.
15 all-free colors.
18 direct colors.
6 colors specifically studied for men.
10 colors including intensifiers, correctors and toners



DIRECT COLOR

- Maxi size, up to 5 applications.
- Simple and user-friendly.
- Create all the desired shades of color.
- Pure direct pigments.
- Up to 20 washes for bold colors.
- Up to 7/8 washes for mild or natural colors.

Wild Color™ Direct Color is available in 18 great colors: **Violet, Red, Orange, Yellow, Green, Blue, Anthracite, Steel, Ice, Bordeaux, Fuchsia, Aqua, Rose, Mint, Lavender, Turquoise, Peach e Clear.**

For bright, vivid colors, lighten hair with Wild Color™ Plex Nine+ Bleaching Powder or Wild Color™ Blue Lightening Cream up to the recommended level: Blue, Violet, Steel, Ice, Fuchsia, Rose, Mint, Lavender, Turquoise, Peach and Clear[1]: pre-lighten to a level 9 or 10. Recommended application time: up to 30 minutes. Green, Orange, Red, Yellow, Anthracite, Bordeaux and Aqua: pre-lighten to a level 7 or 8. Recommended application time: up to 30 minutes. The Clear[1] color can be used as a "glaze effect" polisher, or to create different shades of pastel color, using it in combination with any other color available. Wild Color™ Direct Color must be applied to dry hair, not to the scalp and without mixing with water or oxidizing emulsions.
APPLICATION: Shampoo and then dry the hair. Section the hair and saturate each area thoroughly before moving on to the next. Once the recommended application time is over, rinse thoroughly with lukewarm water. Do not use any type of shampoo. Next, move on to styling using any products you like. We recommend avoiding straighteners and similar tools immediately after applying Wild Color™ Direct Color to preserve color hold.





OXIDIZING EMULSION CREAM

Wild Color™ Oxygen is the ideal complement to Wild Color™ Coloring creams. A creamy, emollient-rich formulation that is easy to apply, has reduced sensitizing power and an excellent overall cosmetic result.

2,5 5 10 20 30 40



COLOR USAGE:

Wild Color Permanent, Ammonia free and All free colors are specially formulated to ensure 100% coverage of grey hair.
Application time from 25 minutes to 45 minutes in accordance with the desired level of lightening and coverage.

BLENDING:

White hair less than 30%: 1:2 with Oxygen
White hair over 30%: 1:1,5 (1/4 natural base + 3/4 Reflection color)
White hair over 50%: 1:1,5 (1/3 Natural Base + 2/3 Reflection color)
White hair over 70%: 1:1,5 (1/2 Natural Base + 1/2 Reflection color)
Wild Color super lighteners: 1:3 with Oxygen
Wild Color toners, correctors, intensifiers: They are activated by Oxygen and the dosage depends on the application (1:2).
Wild Color comes with a creamy OXIDANT, rich in emollients and easy to apply.
It has a reduced sensitizing power.

OXIGEN USAGE:

2,5 volumes (0.75%): for acid colors
5 volumes (1.5%): to tone.
10 volumes (3%): to darken / color on the same level.
20 volumes (6%): to cover grey hair; to lighten by one level; for mild bleaching of 2-3 levels.
25 volumes (7.5%): to cover grey hair with the use of Ammonia Free and All Free colors (mix in equal parts 20 vol and 30 vol oxygens)
30 volumes (9%): for lightening 1-2 levels; for lightening 2-3 levels with super-lighteners; for medium intensity bleaching of 4-5 levels.
40 volumes (12%): for lightening 2 levels; for lightening 3-4 levels with super- lighteners; for strong bleaching of 6-7 levels.



COLOR CHART

WILD COLOR™

NATURAL PERMANENT SHADES

1N	2N	3N	4N	5N	6N	7N	8N	9N	10N
									
BLACK SCHWARZ NEGRO NOIR NERO ЧЁРНЫЙ أسود	DARKEST BROWN DUNKLEST BRAUN MORENO BRUN BRUNO КОРИЧНЕВЫЙ البني الأكثر	DARK BROWN DUNKELBRAUN CASTAÑO OSCURO CHÂTAIN FONCÉ CASTANO SCURO ТЁМНО-КАШТАНОВЫЙ بني داكن	BROWN BRAUN CASTAÑO CHÂTAIN CASTANO СРЕДНИЙ-КАШТАНОВЫЙ بني	LIGHT BROWN HELLBRAUN CASTAÑO CLARO CHÂTAIN CLAIR CASTANO CHIARO СВЕТЛО-КАШТАНОВЫЙ بني فاتح	DARK BLOND DUNKELBLOND RUBIO OSCURO BLOND FONCÉ BIONDO SCURO ТЁМНО-БЛОНДИН أشقر داكن	BLOND BLOND RUBIO BLOND BIONDO СРЕДНИЙ-БЛОНДИН أشقر	LIGHT BLOND HELLBLOND RUBIO CLARO BLOND CLAIR BIONDO CHIARO СВЕТЛЫЙ БЛОНДИН أشقر فاتح	VERY LIGHT BLOND BLOND EXTRAHELL RUBIO CLARÍSIMO BLOND TRÈS CLAIR BIONDO CHIARISSIMO ОЧЕНЬ СВЕТЛЫЙ БЛОНДИН أشقر فاتح جدا	PLATINUM BLOND PLATINBLOND RUBIO PLATINADO BLOND PLATINE BIONDO PLATINO ПЛАТИНОВЫЙ БЛОНДИ أشقر بلاتيني

NATURAL PERMANENT HAIR COLOR SHADES

NATURAL PERMANENT COLLECTION KNOWN WORLDWIDE SHADES

NATURAL/0	1N/0		3N/0	4N/0	5N/0	6N/0	7N/0	8N/0	9N/0	10N/0
NATURAL/W		2N/W	3N/W	4N/W	5N/W	6N/W	7N/W	8N/W	9N/W	10N/W
NATURAL/S	1N/S		3N/S	4N/S	5N/S	6N/S	7N/S	8N/S	9N/S	

COLOR CHART

1N	2N	3N	4N	5N	6N	7N	8N	9N	10N
BLACK SCHWARZ NEGRO NOIR NERO ЧЁРНЫЙ اسود	DARKEST BROWN DUNKLEST BRAUN MORENO BRUN BRUNO КОРИЧНЕВЫЙ البني الأكن	DARK BROWN DUNKELBRAUN CASTAÑO OSCURO CHÂTAIN FONCÉ CASTANO SCURO ТЁМНО-КАШТАНОВЫЙ بني داكن	BROWN BRAUN CASTAÑO CHÂTAIN CASTANO СРЕДНИЙ-КАШТАНОВЫЙ بني	LIGHT BROWN HELLBRAUN CASTAÑO CLARO CHÂTAIN CLAIR CASTANO CHIARO СВЕТЛО-КАШТАНОВЫЙ بني فاتح	DARK BLOND DUNKELBLOND RUBIO OSCURO BLOND FONCÉ BIONDO SCURO ТЁМНО-БЛОНДИН أشقر داكن	BLOND BLOND RUBIO BLOND BIONDO СРЕДНИЙ-БЛОНДИН أشقر	LIGHT BLOND HELLBLOND RUBIO CLARO BLOND CLAIR BIONDO CHIARO СВЕТЛЫЙ БЛОНДИН أشقر فاتح	VERY LIGHT BLOND BLOND EXTRAHELL RUBIO CLARÍSIMO BLOND TRÈS CLAIR BIONDO CHIARISSIMO ОЧЕНЬ СВЕТЛЫЙ БЛОНДИН أشقر فاتح جدا	PLATINUM BLOND PLATINBLOND RUBIO PLATINADO BLOND PLATINE BIONDO PLATINO ПЛАТИНОВЫЙ БЛОНДИ أشقر بلاتيني

NATURAL/G

2N/G 3N/G 4N/G 5N/G 6N/G 7N/G 8N/G 9N/G 10N/G



NATURAL/A

1N/A 2N/A 3N/A 4N/A 5N/A 6N/A 7N/A 8N/A 9N/A 10N/A



NATURAL/M

2N/M 3N/M 4N/M 5N/M 6N/M 7N/M 8N/M 9N/M 10N/M



NATURAL/R

3N/R 4N/R 5N/R 6N/R 7N/R 8N/R 9N/R



COLOR CHART

FASHION PERMANENTS

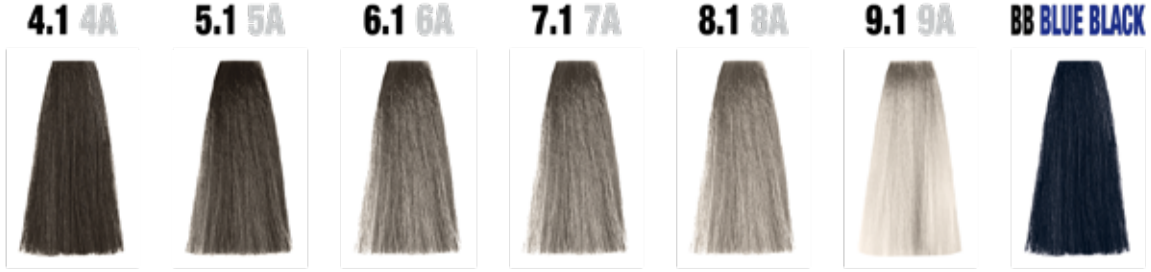
BEIGE



MATT NATURALS



ASH



ASH PEARL



INTENSE ASH



GOLDEN



GOLD COPPER



MAHOGANY



VIOLET



FASHION PERMANENTS

RED

1.6 1R | 4.6 4R | 5.6 5R | 6.6 6R | 7.6 7R | 8.6 8R | 5.66 5RR | 6.66 6RR | 7.66 7RR | 8.66 8RR



WARM BROWN

5.8 5WB | 6.8 6WB | 7.8 7WB | 8.8 8W



COOL BROWN

6.73 6CB | 7.73 7CB



TOBACCO

4.23 4T | 5.23 5T | 6.23 6T | 7.23 7T





SUPERLIFT



INTENSIFIERS - CORRECTORS - DELICATE TONERS



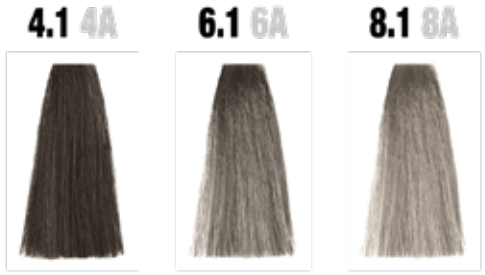


AMMONIA FREE PERMANENTS

NATURAL



ASH



ASH PEARL



BEIGE



GOLDEN



GOLD COPPER



WARM BROWN



RED

5.66 5RR



6.66 6RR



7.66 7RR



TOBACCO

5.23 5T



MAHOGANY

4.5 4M



VIOLET

4.2 4V



6.2 6V



SUPERLIFT

12.1 SSA



SPECIALS

BB BLUE BLACK



C CLEAR



TONER

PLATINUM 0.01



WISTERIA 0.02



NUDE BLONDE 0.13



MARRON GLACE 0.73





ALL FREE PERMANENTS

NATURAL

1N 2N 3N 4N 5N 6N 7N 8N 9N 10N



ASH

8.1 8A



GOLDEN

7.3 7G



BEIGE

7.32 7B



TOBACCO

6.23 6T



GOLD COPPER

7.44 7CC



*NO PPD, NO AMMONIA, NO RESORCINOL, NO PARABENS



WILDCOLOR™

ACID COLORS





SPECIAL HELICHRYSUM ITALICUM & OIL EDITION
ARGAN • OLIVE • JOJOBA



THE REVOLUTION OF COLOR



DIRECTS HAIR COLORS

*NO PEROXIDE NEEDED, LASTS UP TO 8 WASHES

NATURAL

1 DC



5 DC



6 DC



7 DC



8 DC



CRAZY COLORS

YELLOW DC



ORANGE DC



RED DC



VIOLET DC



BLUE DC



GREEN DC



CLEAR DC



ANTHRACITE DC



CRAZY COLORS

STEEL DC



ICE DC



BORDEAUX DC



FUCHSIA DC



AQUA DC



ROSE DC



MINT DC



LAVENDER DC



TURQUOISE DC



PEACH DC






WILDCOLOR™

BLEACHING POWDER PLEX NINE+

Wild Color™ Plex Nine+ Bleaching Powder is a high-quality bleaching powder combining maximum lightening power down to the darkest levels with a very high degree of hair preservation during application. Enriched with an innovative protective complex for optimal safeguarding of hair during bleaching, keeping it structurally intact, and Maltose to help achieve the magnificent cool highlights currently in vogue. Wild Color™ Plex Nine+ Bleaching Powder fits any application while neutralizing yellowish undertones. It provides high lightening power up to nine levels, while its unique protective complex nourishes and preserves the hair from the inside out, allowing you to achieve results you've only dreamed of.

USAGE: Mix (1:2) in a plastic bowl with Wild Color™ Oxidizing Emulsion Cream at 10, 20, 30 or 40 volumes, depending on the desired lightening. The versatility of the Powder also allows for 1:1 dilution up to 1:2.5 as needed. Apply, with a brush or freehand, the resulting cream on the parts to be lightened. Indicative application times (in relation to the peroxide used): medium bleaching 10 to 15 minutes; strong bleaching and mèches 15 to 30 minutes. Recommended for use at 20 vol for a maximum of 45 minutes of application.





BLUE LIGHTENING CREAM

Wild Color™ Lightening Cream is formulated with oils for a gentle, precise application. Up to six levels of lightening. Counters unwanted yellowish tones and ensures perfect results with any bleaching technique.

USAGE: In a non-metallic bowl, mix 30 g of Wild Color™ Lightening Cream with 45 g of Wild Color™ Oxidizing Emulsion Cream at 20 volumes for mild lightening (2 to 3 levels), 30 volumes for medium lightening (4 to 5 levels) or 40 volumes for strong lightening (5 to 6 levels). Apply the product on the parts to be lightened and leave it on for 15 to 50 minutes (maximum 15 minutes if under heat source). We recommend checking the lightening power during the application time anyway, considering the desired lightening effect, the application base, the condition of the hair and the room temperature. Avoid contact with skin. At the end of the treatment, rinse thoroughly and use a suitable shampoo.

ANTI-YELLOW SHAMPOO EXTRA VIOLET PIGMENT



Expecially for acid colors



Wild Color™ Extra Blonde Shampoo counteracts the typical yellow pigment and any golden reflections. It revives bleached or highlighted hair and white, gray or very light blonde hair. Available in 2 sizes: 995 ml and 300 ml.

USAGE: Wear appropriate gloves and apply to wet hair, emulsify and massage gently. Leave on for 1-5 minutes, emulsify and rinse. Repeat if necessary.

FINISHING PRODUCTS



COMING SOON

Wild Style™ Soft Fix Hair Spray locks your chosen hairstyle in place with a light, airy film. Dries quickly and leaves no residue. Provides lightness and shine. Soft and silky hair.

Wild Style™ Performance Mousse is a creamy foam with medium hold. Fixes styling and is suitable for all hair types. Ideal for both a silky smooth look and for defining curls and waves.

Wild Style™ Strong Fix Hair Spray is a professional hairspray with an effective, long-lasting hold. Instantly sets and defines, even those extreme looks. Easy to remove. Leaves hair shiny and pleasant to touch.

Wild Care™ Extraordinary Mask 10 in 1 is a leave-in product, for all hair types: 1. repairs damaged hair 2. disciplines frizz 3. protects against heat 4. facilitates straightening 5. provides extreme shine 6. protects color from fading 7. detangles hair 8. adds body and volume 9. prevents split ends 10. maintains style longer. A multifunctional hair spray, an innovative treatment combining the consistency and properties of a mask with the convenience and speed of a spray, for all the advantages of a quick no-rinse hair mask. Available in 250 ml size.

USAGE: Apply to damp hair, massaging the most damaged parts and move on to styling.



LEAVE-IN
10 in 1



Wild Care™ Restructuring Shampoo gently cleanses and prepares scalp and hair for the next steps of the restructuring treatment. Its keratin-based formula provides an intense and deep restructuring and regenerating action for the hair fiber. It contains natural extracts providing additional shine and volume, leaving hair feeling soft and scented. Wild Care™ Restructuring Shampoo is available in two sizes: one liter and 250 ml.
USAGE: Apply to damp hair, massaging into the most damaged areas, leave on for a few minutes, rinse and repeat if necessary.

Wild Care™ Restructuring Mask with its acidifying action, strengthens the structure of the hair by compacting the cuticles. Its keratin-infused formula helps restructure and regenerate the hair fiber. Nourished and strengthened hair regains strength and softness from roots to ends. Wild Care™ Restructuring Mask is available in a 250ml size.
USAGE: Apply to damp hair from root to tips using a comb, leave on for 5-10 minutes, then rinse and style.

RESTRUCTURING MASK & SHAMPOO






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MILANO
MADE IN ITALY
www.wildworldhair.com