

WILD COLOR™

PRECISION DYE TECHNOLOGY

SPECIAL HELICHRYSUM ITALICUM & OIL EDITION

ARGAN • OLIVE • JOJOBA



HAIR COLOR TECHNICAL MANUAL

WILDWORLD**HAIR**
MILANO
MADE IN ITALY

www.wildworldhair.com


WILD COLOR™


WILD COLOR





SIMPLE & EASY TO USE. THE PERFECT COLORATION.

NO NEED FOR SHADES INTERMIXING!

MORE THAN 260 COLORS, READY TO USE, INCLUDING 96 OF THE WORLD'S MOST RENOWNED NATURAL SHADES.

WILD COLOR™

COLOR LEVEL & TONE



AMERICAN CODE

7GC

- 7 — LEVEL OF COLOR
- G — PRIMARY TONE
- C — SECONDARY TONE

INTERANTIONAL CODE

7.34

- 7 — LEVEL OF COLOR
- 3 — PRIMARY TONE
- 4 — SECONDARY TONE

COLOR 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

TONE 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 TONE 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 level of color and the letter **N**. The second letter refers to the most important natural series on the markets worldwide.

THE REVOLUTION OF HAIR COLOR

WILD COLOR is a professional hair color and it is available in an exclusive **packaging size of 180ml**. Thanks to its innovative formulation, **WILD COLOR** hair color is mixed in a 1:2 ratio with WILD COLOR oxidizing emulsion cream (2,5 vol., 5 vol., 10 vol., 20 vol., 30 vol. or 40 vol.), depending on the desired result.
Given its mixing ratio it is possible to obtain 540ml of coloring mixture (180ml **WILD COLOR** hair color + 360ml **WILD COLOR OXIDIZING EMULSION CREAM**), enough for 5 full applications.
WILD COLOR has ultra-modern colors and offers a large variety of **more than 260 colors, including its 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 98 Fashionable shades, including 8 Special Performance for Men and 18 Direct shades, to set your fantasy free.
All permanent shades are formulated for 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

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

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

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

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

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

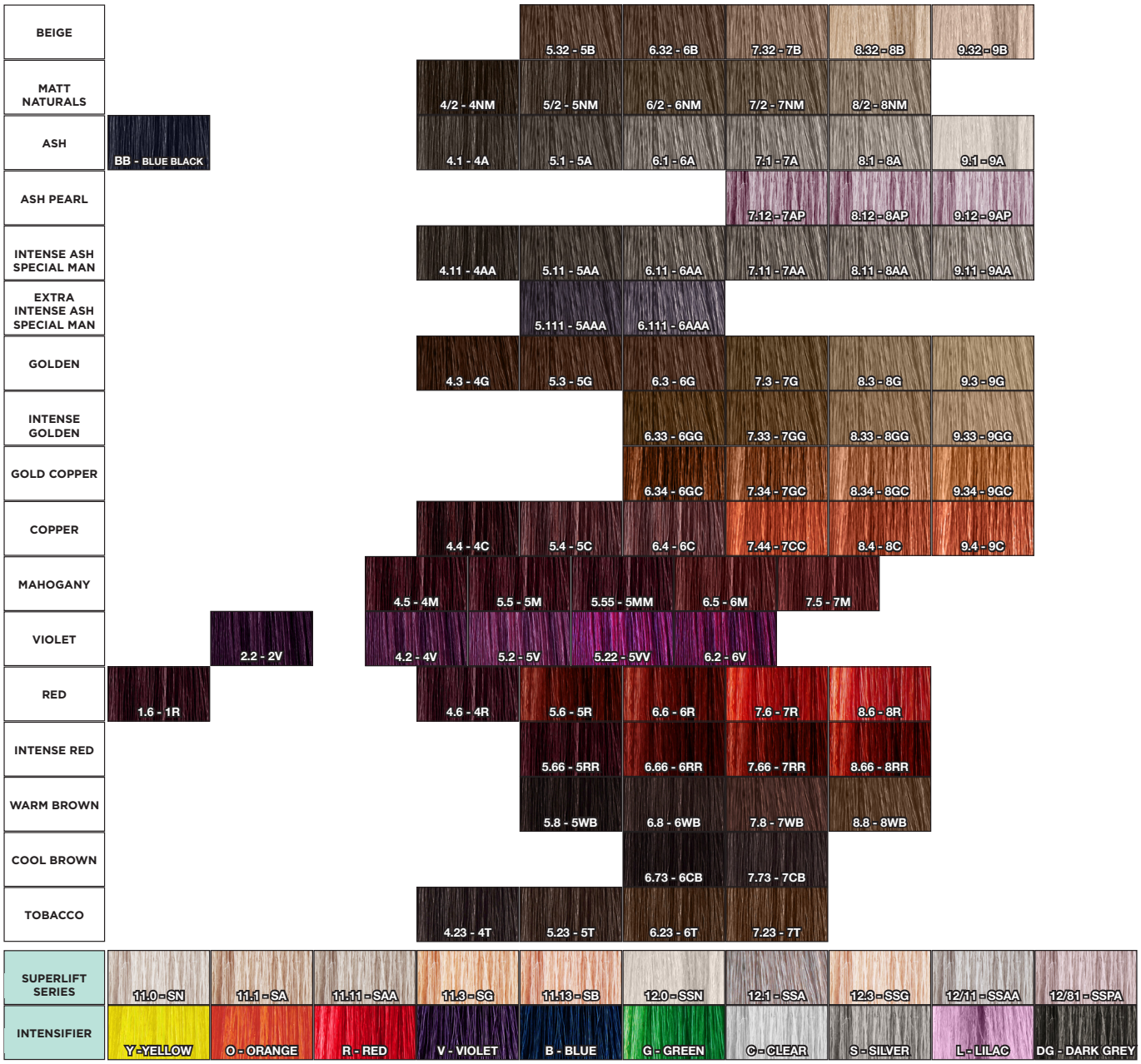
20 **ACID COLORS**
designed for toning

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

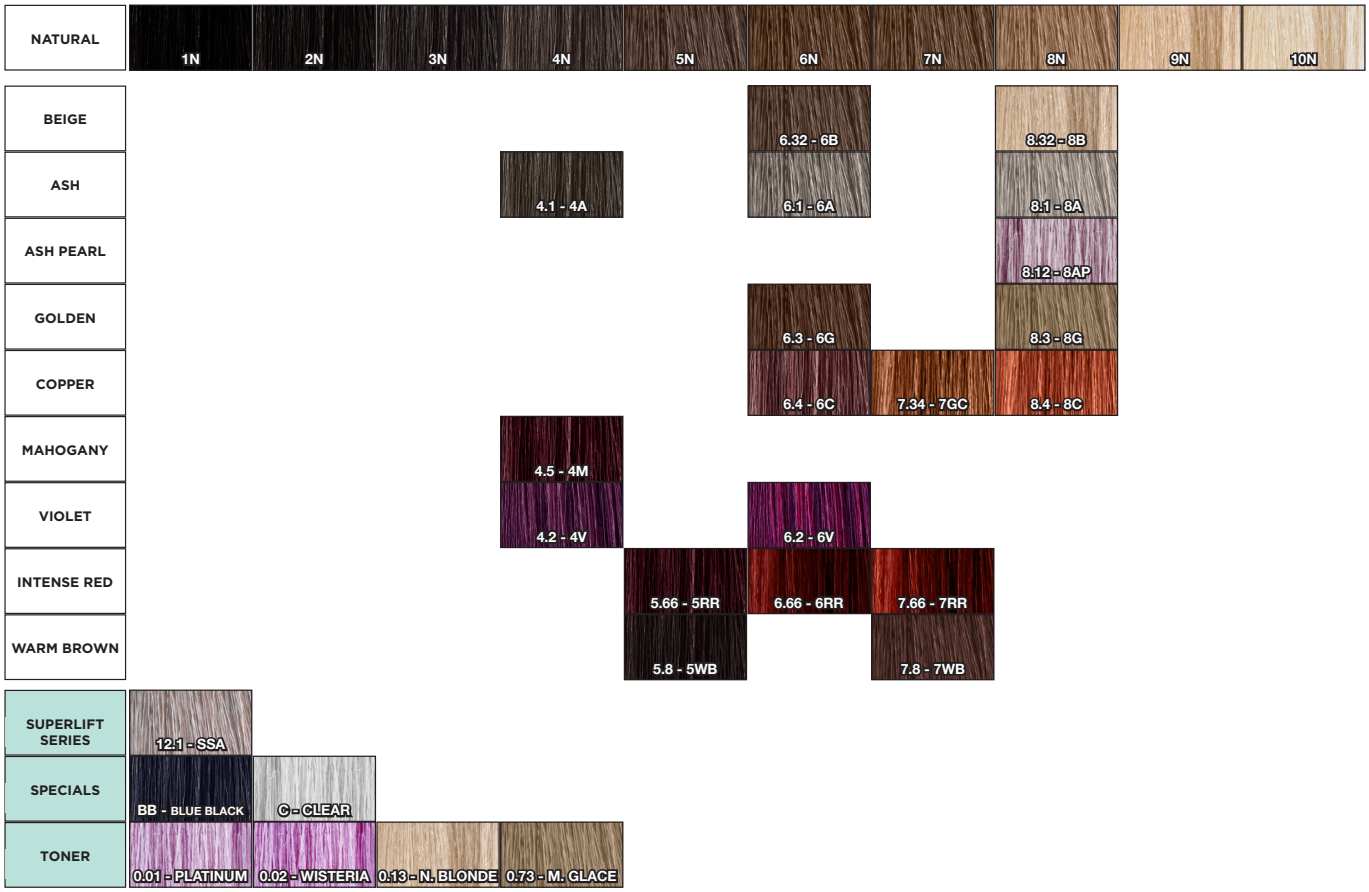
8 NATURAL PERMANENT HAIR COLOR SHADES



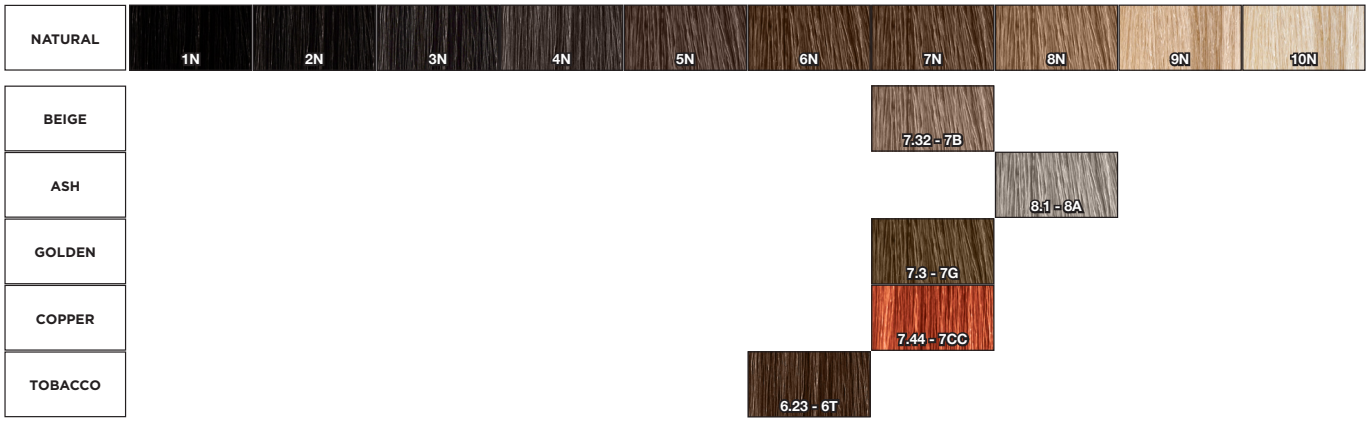
FASHION PERMANENT HAIR COLORS



AMMONIA FREE PERMANENT HAIR COLORS



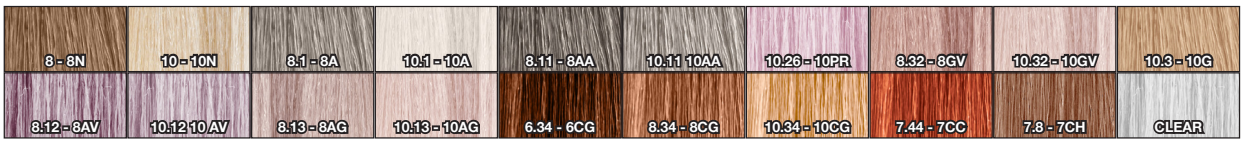
ALL FREE PERMANENT HAIR COLORS



DIRECTS HAIR COLORS



ACID COLORS



PEROXIDE CHOICE AND SIMPLE, BUT IMPORTANT, TIPS 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.

BASIC TIPS FOR THE CHOICE OF CREAM DEVELOPERS

2,5 VOL. (0,75%)	FOR ACID COLORS
5 VOL. (1,5%)	FOR TONING
10 VOL. (3%)	TO DARKEN
20 VOL. (6%)	TO COLOR ON THE SAME LEVEL1 TONE OF LIFT FOR LIGHT BLEACHING (2-3 LEVELS)
30 VOL. (9%)	FOR 1-2 LEVELS OF LIFT FOR 2-3 LEVELS OF LIFT WITH SUPERLIGHTENERS FOR MEDIUM BLEACHING (4-5 LEVELS)
40 VOL. (12%)	FOR 2 LEVELS OF LIFT FOR 3-4 LEVELS OF LIFT WITH SUPERLIGHTENERS FOR STRONG BLEACHING (6-7 LEVELS)



Apply on dry and unwashed hair.



Leave in for 30 minutes



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

GREY HAIR COVERAGE

All permanent hair shades of **WILD COLOR** hair color are formulated for a 100% grey hair coverage, therefore it is not necessary to mix any of the shades, with natural based colors. In case of non-optimal result of grey hair coverage is found, proceed with a re-pigmentation or reduce the dilution ratio from 1:2 to 1:1,5.

THE REAL
HAIR COLOR
INNOVATION







6fl.oz
180ml
RATIO 1+2



THE COLORIMETRY

PRINCIPLES OF COLORIMETRY

PRIMARY COLORS

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

BLUE (cool) — RED (warm) — YELLOW (warm)

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

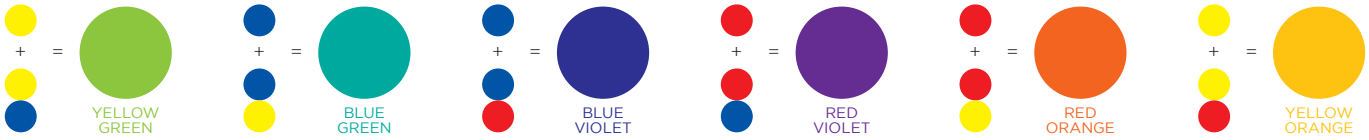
SECONDARY COLORS

Secondary Colors are the result of the mixing of two Primary Colors.

VIOLET — ORANGE — GREEN

TERTIARY COLORS

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

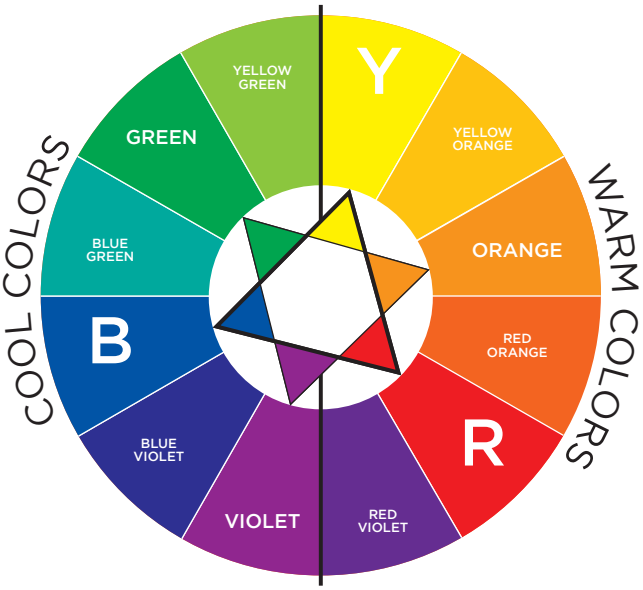


COMPLEMENTARY OR CONTRAST COLORS

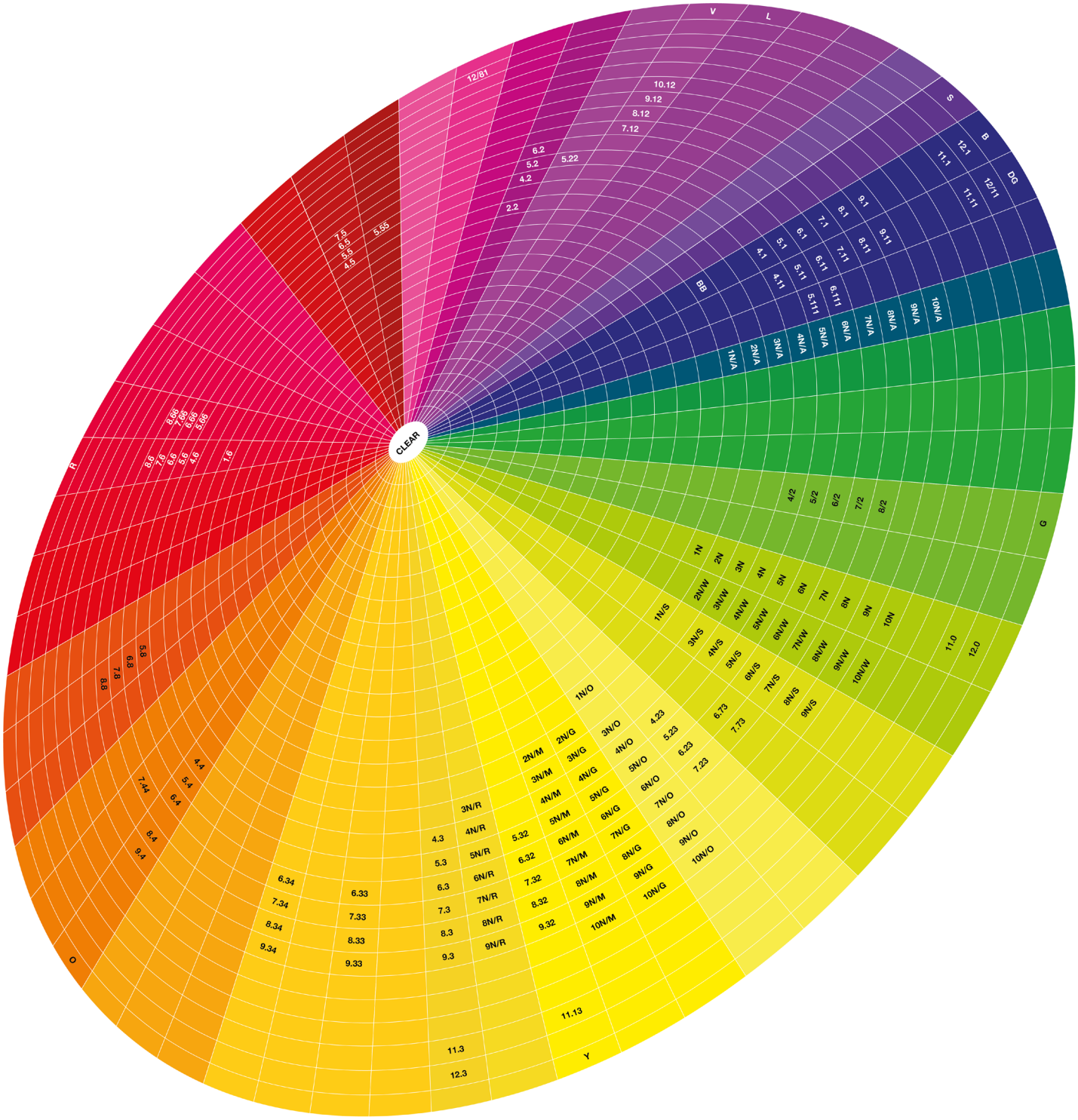
When a Primary Color and a Secondary Color, on opposite sides of the color wheel, are mixed together, they are considered complementary colors. The further away the colors are from each other, the higher the contrast, causing the colors to neutralize.



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
Contains, Enthält, Contiene, Contient, يحتوي, Он Содержит
1 Phenylenediamines, Phenylendiamin, Diaminobenzenos, Diaminobenzènes, Diamminobenzeni, فينيلينيامين, Фенилендиамины.
2 Phenylenediamines (Toluenediamines), Phenylendiamine (Toluylendiamine), Diaminotoluenos, Phénylènediamines (Toluènediamines), Fenilendiammine (Diamminotoluen), فينيلينيامين (تولوينيديامين), 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
℮
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24 g/kg AMMONIA,
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PDT
ITALICUM
HELICHRYSUM
6 fl.oz / (170 g) / 180 ml
℮
WILD COLOR™
PRECISION DYE TECHNOLOGY