

RIGHT
COLOR



Right
COLOR

Permanent Cosmetic Cream for hair (100ml)

enriched with Argan Oil, Keratin and Caffeine.
Maximum Coverage. Long Lasting.

ITEMS 10000 (104 shades)

An extraordinary and innovative coloring treatment rich in natural ingredients, such as Argan Oil, Keratin and Caffeine that allows you to get vibrant colors and wonderful lighting effects. RIGHT COLOR range offers many shades which guarantee the complete coverage of white hair, thanks to the high quality of the pigments. Low ammonia level and formulation, based on selected ingredients, make RIGHT COLOR color cream delicate for hair and scalp, yet easy to mix with peroxide. 104 Shades available. PROFESSIONAL USE.





Right Color LET'S TONE

Hair Permanent Toner (100ml)
enriched with Argan Oil, Keratin, Caffeine
and Sugar Plex. AMMONIA FREE

ITEMS RCLT00-18 (18 shades)

Right Color LET'S TONE is an ammonia-free toning cream treatment for hair. LET'S TONE allows you to neutralise and personalise the colouring of your hair, always guaranteeing a natural result. Thanks to the absence of ammonia and being rich in pigment, its formula is perfect, when used in combination with higher volume activators, even for more delicate permanent colouring. The formula is enriched with Argan Oil, Keratin, Caffeine and Sugar Plex. It is also a vegan colouring treatment without ammonia, ppd and resorcinol. 18 Shades available. PROFESSIONAL USE.

Right Color beCOLD

Hair Color Cream (100ml)

enriched with Argan Oil, Keratin,
Caffeine and Sugar Plex.

ITEMS RCBCLD (34 shades)



Right Color beCOLD is an extraordinary and innovative coloring treatment rich in natural ingredients, such as Argan Oil, Keratin and Caffeine that allows you to get vibrant colors and wonderful lighting effects. Sugar Plex protects the hair structure and gives a renewal to dry and brittle hair, making it soft, silky and easy to comb thanks to its conditioning action. RIGHT COLOR range offers many shades which guarantee the complete coverage of white hair, thanks to the high quality of the pigments. Low ammonia level and the formulation, based on selected ingredients, make RIGHT COLOR color cream delicate for hair and scalp, at the same time it's easy to mix with peroxide. PROFESSIONAL USE.

be BRIGHT
Direct PIGMENT (100ml)
AMMONIA FREE

ITEMS BBDP100 (10 shades)



RIGHT COLOR “be BRIGHT” | Special liquid pigments that can be used as direct, semi-permanent colors or as permanent oxidation colors, ideal for coloring, add shades, toning, and make the hair color more vivid.

How to use: 1) Direct semi-permanent color: apply on towel-dried hair, leave on for 3 to 30 minutes depending on the intensity of the desired color. Once obtained, proceed with washing. 2) Permanent oxidation color: mix with a 1:1 ratio with the oxidizing emulsion cream at 10, 20, 30 or 40vol based on the desired lightening level, coverage and intensity. Proceed with washing. Use gloves for the application.

BLUE BLEACH DECOLOR

Anti-Orange Blue Bleach decolor (500gr)

ITEMS 60500



RIGHT COLOR Blue Bleach Decolor is a blue non-volatile granular bleaching powder, that allows you to bleach your hair up to 9 tones. RIGHT COLOR Blue Bleach Decolor is an extremely innovative product that, thanks to its fast and effective action, whitens during the bleaching, eliminating brassy shades. Furthermore, its non-volatile formula avoids the inhalation, protecting professionals' health. Mixed with oxidizing cream, RIGHT COLOR Blue Bleach Decolor fast becomes a perfectly homogeneous mixture that does not disperse in the environment for a safe place to work, without irritations from powders. PROFESSIONAL USE.



DECOffeePLEX

ULTRA BLEACH WHITE POWDER (500gr)
enriched with Keratin and Caffeine.

ITEMS 60500DCP500

RIGHT COLOR DECOffeePLEX is the new non-volatile white powder bleach, ammonia free, with β -D-Fructose oligosaccharides, which provide high protection of the hair. It has been developed to bleach the hair up to 10 tones. RIGHT COLOR DECOffeePLEX's new formulation allows to obtain the maximum lightening, while keeping the hair in its natural shine and integrity. Furthermore, its non-volatile formula avoids the inhalation, protecting the health of the hairdressers. The product is enriched with Keratin and Caffeine. Keratin is a protein, a structural component of the hair, which can be defined as the cement that forms the "bricks" of the cutaneous appendages. In particular, the hair is made of hard keratins that make it elastic but resistant to traction and to exogenous agents (like UV light or hydrolysis water) at one and the same time. Keratin is added to cosmetic products to help rebuilding the hair and strengthening it from within. Caffeine has been proved to stimulate hair growth in vitro and, more importantly, to reduce suppression of follicular vitality. This component has the capacity to increase blood flow, stimulating hair growth. Suitable for all bleaching techniques. PROFESSIONAL USE.

RIGHT COLOR DEVELOPER

Oxidizing Cream Emulsion

3,5, 5, 10, 20, 30, 40 vol.

1,05%, 1,5%, 3%, 6%, 9%, 12% (1L)

ITEMS 9003.5V1L / 90005V1L / 90010V1L /
90020V1L / 90030V1L / 90040V1L

3,5, 5, 10, 20, 30, 40 vol. / 1,05%, 1,5%, 3%, 6%, 9%, 12% is a oxidizing cream which releases oxygen gradually, allowing a perfect color fixing. It's a stabilized emulsion which reveals extremely reliable, putting the professionals in the best working conditions. PROFESSIONAL USE.



RIGHT COLOR DEVELOPER

MINI SIZE VERSION

10, 20, 30, 40 vol. / 3%, 6%, 9%, 12% (150ml)

ITEMS 90010V150ML/90020V150ML
90030V150ML/90040V150ML

RIGHT COLOR DEVELOPER

Thicker Oxidizing Cream Emulsion

5, 10, 20, 30, 40 vol. / 1,5%, 3%, 6%, 9%, 12% (1L)

ITEMS 90005VPLS1L / 90010VPLS1L /
90020VPLS1L / 90030VPLS1L / 90040VPLS1L

5, 10, 20, 30, 40 vol. / 1,5%, 3%, 6%, 9%, 12% is a thicker oxidizing cream which releases oxygen gradually, allowing a perfect color fixing. It's a stabilized emulsion which reveals extremely reliable, putting the professionals in the best working conditions. PROFESSIONAL USE.



THICKER
FORMULA

K-omplex N°1 SERUM

Reconstructive & Protective Serum for Hair Fibres
with Keratin (300ml)

ITEMS K1RC300ML

RIGHT COLOR K-omplex N°1 SERUM it's a Keratin professional system, that has an efficient protection and reconstructive action of the hair during chemical treatments such as hair coloring, bleaching and permanent. This first phase tightens the weakened Keratin and increases the resistance to hair breakage without interfering with the chemical treatment in progress.

CHARACTERISTICS AND BENEFITS:

- Protects against hair breakage
- Strengthens exhausted tips from chemical treatments
- Rebuilds hair fibres
- Prevents hair fragility

IMPORTANT: DO NOT proceed with washing with shampoo and mask before phase 2 of K-omplex treatment.

How to use: COLORING: add one cap* of Right Color K-omplex N°1 SERUM in the coloring mix. BLEACHING: add one cap* of Right Color K-omplex N°1 SERUM every 30gr of bleaching powder. PERMANENT: add 30ml of Right Color K-omplex N°1 SERUM to 60ml of water (preferably distilled). Apply half of the mixture on the hair curlers after rinsing the neutralizer well and leave on for 5 minutes, after that remove the hair curlers. Apply and massage the remaining mixture and leave on for 5 minutes. Rinse thoroughly.

End the treatment by using Right Color K-omplex N°2 CONDITIONER. The second phase completes the efficiency of the treatment and it maximise the results.

*1 cap equals 4ml of product

PROFESSIONAL USE



K-omplex N°2 CONDITIONER

Reconstructive & Protective Cream for Hair Fibres with Keratin (500ml)

ITEMS K2RC500ML

RIGHT COLOR K-omplex N°2 CONDITIONER is a Keratin professional system which complements the effectiveness of treatment N°1 and reinforces its results. It is a reinforced restructuring agent that seals the scales giving the hair maximum hydration, elasticity and brightness. It is also recommended as a maintenance product between technical treatments.

CHARACTERISTICS AND BENEFITS:

- Protects against hair breakage
- Strenghtens exhausted tips from chemicals treatments
- Rebuilds hair fibres

How to use: After rinsing the treatment combined with Right Color K-omplex N°1 SERUM, damp the hair and proceed by applying Right Color K-omplex N°2 CONDITIONER on the lenghts. Comb the hair and keep the product on for at least 10 minutes. The waiting time may increase in case of particularly damged hair. Rinse thoroughly and proceed by using the shampoo and mask appropriate for the type of hair or the treatment that has been made.

PROFESSIONAL USE



ILLAMINATION KIT

Hair Repair

n°1 PREPARING SHAMPOO Hydrating action (250ml)

n°2 LAMELLAR WATER Reconstructive action (250ml)

n°3 LAMINATING SPRAY Mirror effect (250ml)



ITEMS ILLKITRC

ILLAMINATION Hair Repair n°1 / n°2 / n°3

n°1 PREPARING SHAMPOO Hydrating action (250ml)

ITEMS ILL01RC250ML

RIGHT COLOR ILLAMINATION n°1 PREPARING SHAMPOO, Hydrating action, is the first phase of the **Right Color** lamination treatment. Thanks to its alkaline pH, its main function is to prepare the scales of the hair for particularly treated and damaged lengths. **Method of use:** apply the shampoo, massaging the scalp gently, taking care not to apply too much energy and carrying the product down to the lengths. Rinse thoroughly and, if necessary, repeat with a second application.



n°2 LAMELLAR WATER Reconstructive action (250ml)

ITEMS ILL02RC250ML

RIGHT COLOR ILLAMINATION n°2 LAMELLAR WATER, Reconstructive action, is the second phase of the **Right Color** lamination treatment. The alcohol and acid pH of the formula allow reconstruction of the hair fibre on the first application. The hair will be smoother, softer and shinier. **Method of use:** apply the treatment to washed and towel-dried hair, distributing it evenly throughout the hair. Massage for about 5 minutes until emulsified. Rinse and towel-dry before moving on to laminating spray n°3. The recommended dose for a medium-length hair is 40ml.



n°3 LAMINATING SPRAY Mirror effect (250ml)

ITEMS ILL03RC250ML

RIGHT COLOR ILLAMINATION n°3 LAMINATING SPRAY, Mirror effect, is the third and last phase of the **Right Color** lamination treatment. This is a fixing and brightening spray with a repairing function. The spray finishes the treatment by closing the hair cuticles, giving the hair a precious mirror effect. **Method of use:** apply the spray to towel-dried hair, sectioning strand by strand and holding it taut with a comb. After applying to the whole hair, proceed with blow-drying and styling. Shake before use and use every 2/3 shampoo.



beLISS KIT

SMOOTHING TREATMENT

[1] ALKALINE SHAMPOO PRE TREATMENT pH 8.2 (500ml)

[2] SMOOTHING CREAM (500ml)

[3] REBUILDING MASK POST TREATMENT (500ml)



ITEMS BLSS123RC500ML

beLISS SMOOTHING TREATMENT [1] - [2] - [3]

[1] ALKALINE SHAMPOO PRE TREATMENT pH 8.2 (500ml)

ITEMS. BLSS1RC500ML

RIGHT COLOR beLISS [1] The alkaline shampoo opens the hair cuticles up and it prepares them for the treatment. Keratin and Hydrolyzed Silk ensure a professional result and duration, making the hair stronger and more elastic giving a healthy result. HOW TO USE: apply the shampoo on damp hair and massage. Leave the product on for 5 minutes or 10 on thicker hair and rinse with water. For an anti-frizz effect, damp the hair before proceeding with phase 2. For a perfect streightening effect, blow dry the hair with medium heat, using the hairdryer from above the head.



[2] SMOOTHING CREAM (500ml)

ITEMS. BLSS2RC500ML

RIGHT COLOR beLISS [2] The straightening cream is formaldehyde free and contains glyoxylic acid molecule, keratin, collagen, hyaluronic acid and hydrolyzed silk. It gives a straight long lasting effect and it is suitable for all hair types. HOW TO USE: apply the cream on the hair strand by strand (no larger than 0,5cm). Comb the whole head and leave the product on. After waiting time, partially remove the product with some water and proceed with a complete blow dry always keeping the hairdryer above the head with medium heat. After it is completely dry proceed with using a straightener on each strand of hair for 15 times. The product, that it's still present on the hair, will activate and protect the hair from the temperature, modifying the structure of the hair from curly and frizzy to straight and soft. After this important passage rinse thoroughly to eliminate every residue of product.



[3] REBUILDING MASK POST TREATMENT (500ml)

ITEMS. BLSS3RC500ML

RIGHT COLOR beLISS [3] The restoring mask has an acid pH of 3.5, which closes all the cuticles at the end of the treatment. It makes the hair shiny and manageable other than deleting the frizz. Hydrolyzed silk restructures the exhausted hair, making it easy to comb and significantly reducing styling time. HOW TO USE: apply the rebuilding mask on damp hair and keep on for 5 minutes. Proceed by rinsing thoroughly and end the process with a blow dry (no comb is needed).



AFTER COLOR SHAMPOO

ILLUMINATING - HYDRATING - COLOR PROTECTION
enriched with Argan Oil, Keratin and Caffeine (1000ml) (250ml)

ITEMS SHRC1000PT

ITEMS SHRC250PT

RIGHT COLOR **After Color Shampoo** is specifically created to gently remove the exceeding color from hair and scalp and to stop the oxidation process: the shampoo acidic pH helps seal hair cuticles after the dyeing process, fixing the color and enabling it to last longer. Caffeine gives strength, energy and brightness; Keratin repairs and strenghten hair fibre; Argan Oil makes your hair soft and shiny. How to use: pour a bit of shampoo onto your hands, depending on the hair length and thin it with water. Distribute on wet hair, gently massage and then carefully rinse it off. Repeat if necessary. NO PARABENS , NO SILICONES , NO SODIUM LAURETH SULFATE.



1000ml

250ml

AFTER COLOR MASK

REVITALIZING - SILK EFFECT - COLOR PROTECTION
enriched with Argan Oil, Keratin and Caffeine (1000ml) (250ml)

ITEMS MCRC1000PT

ITEMS MCRC250PT



1000ml

250ml

RIGHT COLOR **After Color Mask** is the perfect treatment for freshly dyed hair, to give it hydration and shine. Thanks to Caffeine, the color will be bright and your hair strong and hydrated. Keratin repairs and strenghten hair fibre; Argan Oil makes your hair soft, shiny and easy to comb. How to use: apply the mask to washed and towel dried hair. For a better and uniform distribution of the product, it is recommended the use of a wide-toothed comb. After 5-10 minutes, rinse abundantly with warm water and proceed with drying and desired style. NO PARABENS , NO SILICONES , NO SODIUM LAURETH SULFATE.

RESTRUCTURING SHAMPOO

enriched with Milk Proteins (1000ml) (250ml)

ITEMS MRSRC1000ML

ITEMS MRSRC250ML

Right Color Restructuring Shampoo enriched with milk proteins is able to protect, regenerate and hydrate the hair, restoring its natural brightness and softness. Moreover, thanks to its particular formulation, it can repair even dry, dull and weakened hair, especially after frequent treatments such as bleachings or permanent.

How to use: apply on wet hair and evenly massage it, repeat if necessary. Rinse to remove any foamy residue.



RESTRUCTURING MASK

enriched with Milk Proteins (1000ml) (250ml)

ITEMS MRMRC1000ML

ITEMS MRMRC250ML



Right Color Restructuring Mask enriched with milk proteins is able to protect, regenerate and hydrate the hair, restoring its natural brightness and softness. Moreover, thanks to its particular formulation, it can repair even dry, dull and weakened hair, especially after frequent treatments such as bleachings or permanent. It detangles the hair, improving its combability. **How to use:** after rinsing the shampoo, apply the mask evenly on wet hair, gently massage it, then wait 2-3 minutes to allow the active ingredients contained in the cream to act. Rinse thoroughly and proceed with drying.

ANTI YELLOW SHAMPOO

enriched with Silk Proteins (1000ml) (250ml)

ITEMS SHRC1000AG

ITEMS SHRC250AG

RIGHT COLOR **Anti Yellow Shampoo** for white, grey and bleached hair, contains a precious antiyellow agent that tones yellow out of white and grey hair and makes the capillary fibre soft. It is particularly indicated for hair with more than 50% white hair, or in case of bleached and highlighted hair, to give shade and shine back. **How to use:** apply as second shampoo on wet hair, gently massage and rinse with warm water. For a more intense anti yellow effect, have an exposure time of about 5/6 minutes.



1000ml



250ml

beCARE PROFESSIONAL ANTI-HAIR LOSS SHAMPOO

with Panthenol, Biotin, Castor Oil & Caffeine (1000ml) (250ml)

ITEMS SHRCBCR1000AL

ITEMS SHRCBCR250AL



1000ml



250ml

The anti-hair loss shampoo of the beCARE line has a strengthening action, and thanks to its special formulation it acts effectively as an adjuvant in the prevention of hair loss. Its composition is designed to be gentle on the skin and is in fact free of aggressive surfactants. The formula is rich in active principles such as Biotin, useful in preventing hair loss; Castor Oil with strengthening properties; Caffeine, an excellent energiser and stimulant, and Panthenol useful for regenerating and soothing. **How to use:** apply to wet hair and massage in gently. Rinse thoroughly with water. NO PARABENS , NO SILICONES, NO SODIUM LAURETH SULFATE.

beCARE PROFESSIONAL ANTI-HAIR LOSS SERUM

with Hydrolyzed Collagen, Ginseng & Ginger extracts (125ml)



125ml

ITEMS SRRBCR125AL

The Anti-Hair Loss Serum from the beCARE line prevents hair loss and it is particularly useful when hair appears brittle and dry. The gelatinous consistency creates a film on the skin that helps absorption of the natural extracts contained in the formula. Collagen and extracts of thyme, ginseng, ivy, nettle and ginger, together with a vitamin complex, improve scalp health and promote regrowth, helping to strengthen the hair fibre. Methyl nicotinate stimulates skin micro-circulation, improving the supply of nutrients to the hair bulbs, while the refreshing action of menthol creates a pleasant hot-cold effect with each application. **How to use:** After washing and towel drying your hair, apply the product: divide your hair into sections, starting from the forehead and working down to the nape of the neck. Distribute the product onto the scalp using the special dispenser. Massage the scalp for at least 5 minutes to help the product absorb. Do not rinse.

PROFESSIONAL USE ONLY.

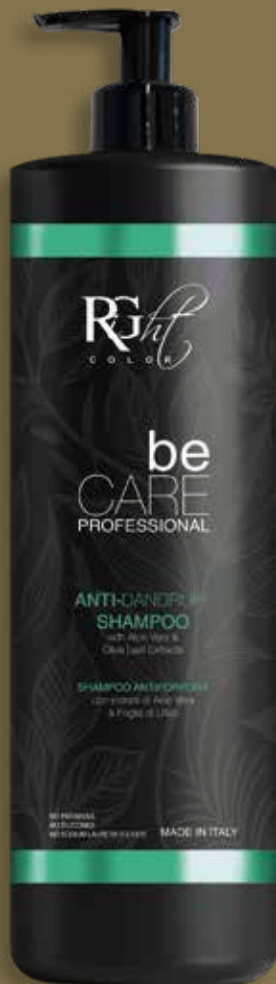
PARABEN-FREE | PARAFFIN-FREE

beCARE PROFESSIONAL ANTI-DANDRUFF SHAMPOO

with Aloe Vera, & Olive Leaf Extracts (1000ml) (250ml)

ITEMS SHRCBCR1000AD

ITEMS SHRCBCR250AD



1000ml



250ml

The anti-dandruff shampoo of the beCARE line has a purifying action, and thanks to its special formulation reduces redness, itching and flaking. Its composition is designed to be gentle on the skin and is in fact free of aggressive surfactants. Despite this, the product cleanses the hair and scalp in depth, making it perfect for oily hair with dry dandruff. The formula is enriched with various extracts such as aloe leaf extract, which helps maintain the hair's moisture, and also olive leaf extract, which acts to protect the scalp. **How to use:** apply to wet hair and massage gently into the scalp. Rinse thoroughly with water. NO PARABENS NO SILICONES, NO SODIUM LAURETH SULFATE.

beCARE PROFESSIONAL SEBO-CONTROL SHAMPOO

with Flaxseeds & Sweet Almond Extracts (1000ml) (250ml)

ITEMS SHRCBCR1000SC

ITEMS SHRCBCR250SC



1000ml



250ml

The Sebo-Control shampoo of the beCARE line has a gentle cleansing action and, thanks to its special formulation, regulates sebum production on particularly oily skin. Its composition is designed to be gentle on the skin and is free of aggressive surfactants. Despite this, the product perfectly cleanses hair and skin for all those who need frequent washing due to excessive sebum production. The formula is enriched with sweet almond seed extracts, which has a conditioning action and prevents dehydration of the hair, a frequent risk in sebum-regulating shampoos, and flaxseed extracts which help restructure the hair. **How to use:** apply to wet hair and massage gently into scalp. Rinse thoroughly with water. NO PARABENS NO SILICONES, NO SODIUM LAURETH SULFATE.

beCARE PROFESSIONAL HYDRATING SHAMPOO

with Hyaluronic Acid & Urea (1000ml) (250ml)

ITEMS SHRCBCR1000HY

ITEMS SHRCBCR250HY



1000ml



250ml

The hydrating shampoo of the beCARE line, thanks to its special formula, helps restore the hair's proper hydration balance, leaving it soft, supple and shiny whilst maintaining the scalp's natural balance. Its composition has been designed to be gentle on the scalp and is, in fact, free from harsh surfactants. Despite this, the product deeply cleanses the hair and scalp, making it ideal for dry and dehydrated hair. The formula is enriched with hyaluronic acid, which helps to retain hydration within the hair fibre, and urea, known for its moisturising properties that keep hair silky. **How to use:** apply to wet hair and massage gently into the scalp. Rinse thoroughly with water. NO PARABENS NO SILICONES, NO SODIUM LAURETH SULFATE.

beCARE PROFESSIONAL RE-BALANCING MASK

with Hydrolyzed Keratin & Sweet Almond Extract (1000ml) (250ml)



250ml



1000ml

ITEMS MSKRCBCR1000RB

ITEMS MSKRCBCR250RB

The re-balancing mask of the beCARE line has been formulated to be combined with the Anti-Dandruff and Sebo-regulating shampoos of the same line. It has a strong conditioning action and deeply nourishes the hair, regenerating and recompacting the hair fibre. The formula, enriched with Hydrolyzed Keratin and sweet almond seed extract, has a strengthening and restructuring effect, making it ideal also for treated and stressed hair, giving soft and nourished hair.



10 in one

multi intensive cream (150ml)

ITEMS RC101

1. It repairs the hair 2. Anti-frizz and anti-dryness effect 3. It makes hairstyling easier 4. It provides brightness to the hair 5. It protects from the heat of hair straighteners and hair dryers 6. Detangling 7. It improves the hair texture for a silky effect 8. It provides protection from external agents 9. It ensures longer hairstyles duration 10. The hair is not heavy. **How to use:** the product can be applied both on wet and dry hair, without rinsing.

VELVET OIL

with Organic Argan Oil (100ml)

ITEMS RCVLVOIL100ML

VELVET OIL is the innovative **RIGHT COLOR** nourishing oil with a sweet and delicate fragrance. Enriched with Organic Argan Oil, it guarantees a plumped-up but non-greasy effect to the lengths. Its formula seals the hair cuticle, giving an elegant velvet-effect texture. Perfect to use on damp hair for a nourishing effect and on dry hair for impeccable styling. It is also an excellent protector against the damaging effect of UV rays. **How to use:** apply a small amount between the hands and rub gently over the lengths before and/or after styling.



HAIR BOTOX VOLUMIZING FILLER (100ml) with Biovolume & Tsubaki Oil.

ITEMS HBRC100ML



HAIR BOTOX FILLER is a volumizing spray cream enriched with moisturising active ingredients such as Biovolume and Tsubaki Oil. It gives an instant and long-lasting volume effect for up to 12 hours, without weighing hair down. **How to use:** shake well before use. Proceed with application spraying onto washed and towel-dried hair. Leave on for 1-2 minutes and proceed with drying.

ACTIVE INGREDIENTS:

- BIOVOLUME (TILIA TOMENTOSA)
- TSUBAKI OIL
- VEGETABLE KERATIN
- PANTHENOL
- GINSENG
- ARGAN OIL



OCEAN WAVES

TEXTURIZING Water (250ml)

with Dead Sea Salt & Pomegranate

ITEMS OWRC250ML

OCEAN WAVES is a texturizing spray that gives a natural look to wavy hair. It reduces frizz, making waves soft and light. The Dead Sea Salt emphasises the natural look of wavy hair, as if you were at the beach, giving body and definition. The Pomegranate extract, gives a special shine to the hair, increasing its healthy appearance. **How to use:** shake well before use. Proceed with application, spraying onto wet and/or dry hair.

ACTIVE INGREDIENTS:

- DEAD SEA SALT
- POMEGRANATE
- KERATIN
- BREWER'S YEAST

SPRAY LACQUER

enriched with Keratin & Caffeine (500ml)

ITEMS LSRC500

RIGHT COLOR **Spray Lacquer** is a strong hold hair spray which has been specifically developed to model and fix even the most structured hairstyles. The innovative hair spray formula, enriched with Caffeine and Keratin, makes it the ideal tool to give a vigorous support that lasts all day and gives shine to the hair thanks to Caffeine, without weighing it down. Moreover, Keratin allows to protect the hair from external agents, reconstituting it. The result is an extremely strong fixing, but light and bright at the same time. It can be easily removed with just a few brush strokes.



SHAPING MOUSSE

enriched with Panthenol & Aloe Vera (300ml)

ITEMS MMRC300

RIGHT COLOR **Strong Hold Shaping Mousse** allows you to make any type of hairstyle ensuring the best result. Right Color Modelling Mousse gives body and volume without weight, fixes the waves and movement while protecting the hair fibre from heat during drying. Enriched with panthenol and aloe vera, it makes the hair strong, elastic, shiny and silky for an impeccable, long lasting styling and with no frizz.



HAIR PERMANENT n°0

For Difficult & Resistant Hair
Rice Proteins Formula (500ml)

ITEM PRMRC500N0

RIGHT COLOR **Hair Permanent** *For Difficult & Resistant Hair*

HOW TO USE: after washing with shampoo, proceed to assembly the hair curlers. Once this process is finished, perform the saturation on each single curler with RIGHT COLOR **Hair Permanent**. Leave it on for 10/15 minutes. At the end of the laying time, rinse thoroughly and dab the excess water; after that, neutralize with RIGHT COLOR **Neutralizer**, leave it on for 5 minutes then remove the curlers and repeat the neutralization. Rinse thoroughly. The laying time may vary depending on the type of hair. PROFESSIONAL USE.



NEUTRALIZER

For Permanent
Rice Proteins Formula (500ml)

ITEMS NTRRC500UNI

RIGHT COLOR **Neutralizer** *For Permanents*

HOW TO USE with RIGHT COLOR **Hair Permanent**: after the setting time of the permanent, rinse and apply RIGHT COLOR **Neutralizer** on each roller. After 10 minutes unroll the curlers and continue to apply the product on the hair: wait another 5 minutes. Rinse thoroughly and apply a conditioner. Then proceed with the desired styling. PROFESSIONAL USE.





Color Charts

Right Color COLOR CHART
with 104 shades.



Right Color beCOLD
COLOR CHART
with 34 shades



Right Color LET'S TONE COLOR CHART
with 18 shades.



Right Color beBRIGHT
COLOR CHART
with 10 shades.



DECOffeePLEX COLOR CHART



Hair style | www.rightcolor.it

Right Color | GADGETS

Right Color **POSTER**

SIZES 70 x 100



Right Color
Disposable CAPE



Right Color **MEASURING BOWL
&
BRUSH**



Right Color | GADGETS

Right Color **POLO**



Right Color **APRON**



Right Color **CAPE**



Right Color | GADGETS

Right Color **SHOPPER** black 42x38x9



Right Color **SHOPPER**
black paper 24x18x7



Right Color **SHOPPER** gold flat 44x44



Right Color **TROUSSE**
eco-leather flat 21x15



"I have the simplest tastes.
I am always satisfied with the best."
(Oscar Wilde)

Highlight Your *Style*



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