



# delyGLOW



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## TRIPLE ACTION



- 1 AMMONIA FREE PERMANENT COLOR**  
No ammonia permanent color which guarantees 100% coverage of gray hair, up to 4 levels of lifting.
- 2 TONE ON TONE**  
Tone on tone to delicately color in a range of full and bright reflections.
- 3 TONER**  
Ideal shades for neutralizing and toning unwanted reflections or creating pastel effects. A unique range of colors that can be customized according to customer needs and hair type.

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# Key points

## CONSCIOUS COSMETIC

**VEGAN OK**  
CRUELTY FREE  
VEGAN FORMULA  
**85% NATURAL INDEX**



## COMFORT FORMULA

**NO AMMONIA**  
NO PPD  
NO RESORCINOL



## SUSTAINABILITY

VEGAN PACKAGING  
**RECYCLED ALUMINIUM TUBE**  
FSC PAPER



## INNOVATION

**COLORBOOST (+38% COLOR PENETRATION)**  
ANTAQUA  
HYALURONIC ACID  
&-PLEX BOND REPAIR™

## FORMULATION

MOLAR FORMULA  
**3 SERVICES IN 1 TUBE**  
CREAMY TEXTURE



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## DELY

- ✓ Comfort formula: no ammonia, no ppd, no resorcinol
- ✓ Delicate color: 100% vegan, 85% natural ingredients.
- ✓ Scented, soft and creamy texture: application with the shaker/bottle or the classic application with bowl and brush.



## GLOW

- ✓ A new palette of incredibly bright shades.
- ✓ Warm and intense reflections alternate with colder and more natural shades.
- ✓ Long-lasting colour, brightness and shine of the hair, respect and protection of the scalp.





# COLOR BOOST

# +38% COLOR PENETRATION

Our laboratories have identified a particular stage of maturation of the walnut fruit during which Italian green walnuts are richer in active molecules. High molecular weight phenols are able to create stable interactions with proteins and are also effective antioxidants.

The phenolic fraction of COLOR BOOST is able to interact effectively with the hair, making it antioxidant and therefore more protected, even after rinsing. The efficient interaction between the protective molecules of COLOR BOOST and the hair is able to provide effective color protection (+38%) reducing fading due to the radicals generated by UV rays.

# ANTAQUA



## +30% HYDRATION

ANTAQUA is an active ingredient obtained from Italian chestnuts from certified organic farming. It forms a film on the hair capable of repairing damage by closing the cuticles. This repair and covering process prevents water loss and therefore keeps the hair healthier and 30% more hydrated.

## &-PLEX BOND REPAIR



**&-PLEX™**  
BOND REPAIR

The exclusive &-Plex BOND REPAIR™, a complex of precious organic oils and butters, helps to improve the brightness and resistance of the hair, making it stronger and healthier. It offers maximum color performance and superior protection of the hair fiber. It restores the bonds by nourishing hair, to obtain brighter, lasting color.

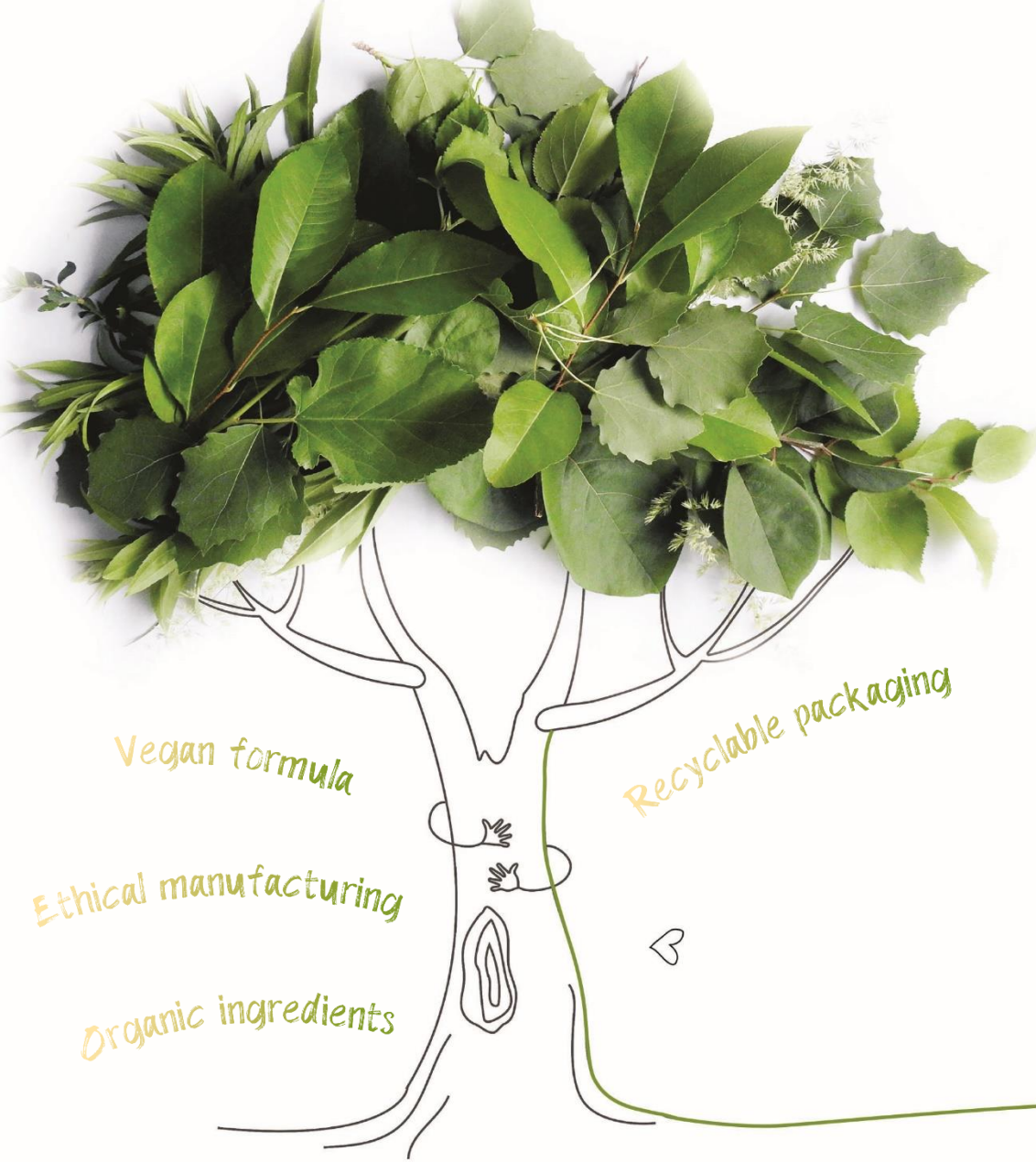


# HYALURONIC ACID



**+ SOFTNESS  
+ ELASTICITY**

Hyaluronic acid with high relative molecular weight (1.45 - 1.77 MDa). Exceptional hydration capacity for perfectly nourished hair. Increases the softness and elasticity of the hair. The molecules that make up hyaluronic acid have the ability to bind to the cells that make up the hair. This ensures that the stem is always hydrated. The hair will appear more nourished, the shaft will regain compactness and strength and will also gain in elasticity and shine.



# SUSTAINABLE PERFORMANCE

DelyGlow is formulated with particular attention to the balance between sustainability and performance.

The special **100% Vegan** and **Cruelty free** formula reflects our research path aimed at creating more ethical and respectful cosmetics towards the entire planet: what we call “**conscious cosmetics**”.



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# 100% RECYCLABLE

The design of the DelyGlow pack demonstrates a great commitment in terms of sustainability. In fact, the whole pack is **100% recyclable**: recycled aluminum tube, recyclable plastic cap and FSC paper case. With a view to constant improvement, we have also eliminated the leaflet by reporting all the warnings directly inside the case to further reduce the waste of paper.



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# COMFORT FORMULA



NO AMMONIA



NO PPD



NO RESORCINOL



100% VEGAN



85% NATURAL INDEX

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# MOLAR FORMULA



A MOLAR formulation requires the formula to be balanced at the molar level. This means that the quantities of colorants that react with each other [present in the dye] are included in equal quantities.

This characteristic means that following the oxidation reaction between the dyes and hydrogen peroxide, we will not find any “residue” of dyes that have not had an active function inside the dye: leading to a brighter and more faithful color result.

At the cosmetic level we will have a safer product and a more effective action of the protective and conditioning active ingredients.

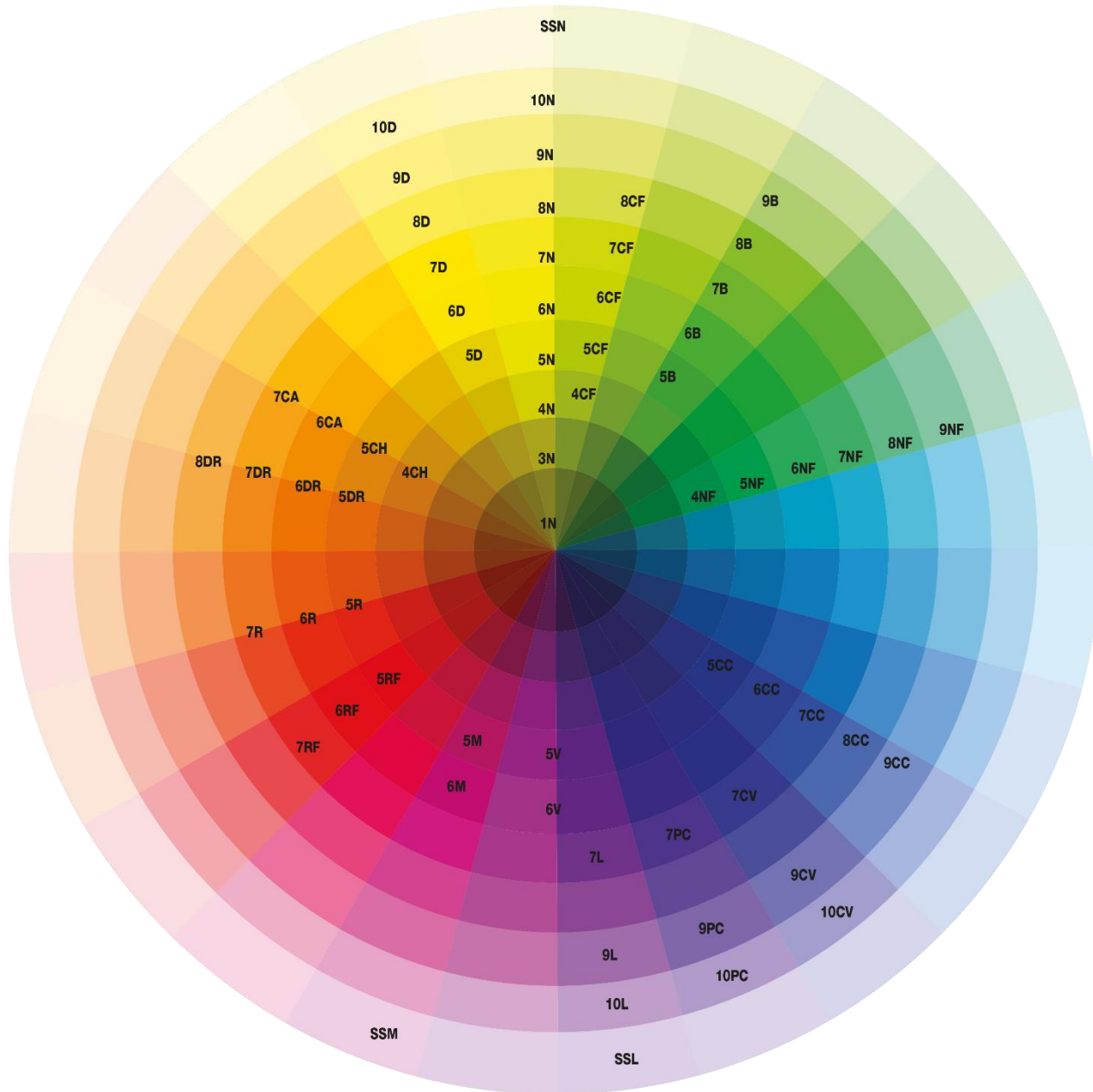


CREAMY TEXTURE

## TEXTURE IS SOFT, SMOOTH AND EASY TO MIX AND APPLY

The texture is soft, smooth and easy to mix and apply, offering greater yield during application. Its particular creaminess allows application with a shaker/bottle or the classic application with a bowl and brush.





## EXAMPLE

Level **7 D R** = 7.34

Primary reflection

Secondary reflection



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## 1 AMMONIA FREE PERMANENT COLOR

1+1  
1+1  
1+1  
1+1  
1+1,5 (SS)

10  
20  
30  
40  
40

25' - 30'  
30' - 35'  
40'  
45'  
45' - 50'

1/2  
1 - 2  
2 - 3  
3 - 4  
4 - 5

## 2 TONE ON TONE

1+2

5 - 10

20' - 25'

## 3 ACID TONER

1+2

5\*

10' - 20'

\*For toning services with regrowth or natural hair, mix 2 ml of pH Modulator every 10 ml of DelyGlow"

# 67 shades



**N .0**



**CC .11**



**D .3**



**RF .5**



**NF .01**



**CF .72**



**DR .34**



**M .56**



**B .23**



**CH/CA .73**



**R .4**



**V .6**



**L .86**



**CV .16**



**PC .81**

NEUTRA-TON



# *natural series*

N.0



The **Natural** series can be used mixed with all series to obtain maximum coverage of gray hair and a natural and vibrant reflection..

NF.01



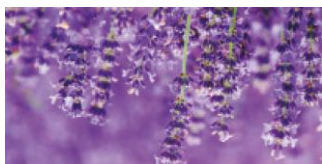
The **Natural Cold** series: it is to be preferred as a base when choosing a cold reflective series (e.g. B, CC, CF) to obtain maximum coverage and not modify the reflection of the chosen color.

# neutra-ton

The special series L (Lavender) - CV (Irisée Ash) - PC (Ash Pearl) used after any bleaching service; they tone and allow you to obtain perfect blondes with pastel shades.

**Recommended tone levels:** 7 light blond, 9 very light blond, 10 ultra light blond.

L.86



**Lavander** series was created to contrast yellow reflections and obtain pastel lilac effects.

CV.16



**Irisée Ash** series was created to contrast yellow-orange reflections and obtain neutral and cold effects.

PC.81



**Ash Pearl** series was created to contrast warm tones and obtain mother-of-pearl effects.



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