

IT&LY[®]
HAIRFASHION
MILANO 1987



BOOSTER





BOOSTER

**ACCENTUATORE
D'INTENSITÀ**

**INTENSITY
ENHANCER**

BOOSTER



COLORLY
OPTIMUS

AQUAR&LY®



BOOSTER

IT&LY
HAIRFASHION



&-PLEX™
BOND REPAIR

For healthy hair

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.



Itely Hairfashion is certified VeganoK
#consciouscosmetics

BOOSTER

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HAIRFASHION



USAGE



BOOSTERS are shades with very high intensity of reflection, suitable for accentuating or reducing the intensity of color. They are mixed with other shades in proportional quantities depending on the end result desired or as correctors according to the rules of color on the color wheel. Mix 1 to 15 grams of Booster to every 50 grams of color (do not consider in the mixture with hydrogen peroxide).

NEUTRAL: used in a mixture with other shades to reduce the intensity of the color, if used alone it increases the brightness of the hair by lightening it. **USE:** add $\frac{1}{4}$ to $\frac{1}{2}$ of a tube in the color formula to lighten the intensity of the tone.



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