



CRAFT YOUR ARTISTRY WITH TOCCO

FREELUX

With its “**Free**” philosophy, **Freelux** gives the colorist and the client a zero-compromise option to a naturally derived color brand. Freely inspired by nature, it respects the hair structure and the balance of the scalp.

★ FEATURES & BENEFITS

- Free from Ammonia, PPD, Resorcinol, and Petroleum
- Enhanced with natural active ingredients that are organic and eco-friendly
- Oil based creme color is infused with Tsubaki Oil, Olus Oil, Rosa Seed Oil, and Rice Oil
- Provides the hair with vitamin E, collagen, proteins, and essential fatty acids to energize, moisturize, soothe, and protect
- Obtain perfect color results with Amino Acid Arginine and Aloe Gel
- Micro pigments provide ultra-bright color that is stable with long-lasting shine
- This compact color brand provides up to 100% white hair coverage, and up to 4 levels of lift with its High Lift Series
- 57 Shades, 1 Tool / Additive, 3.4 oz / 100 ml tube

🌿 ACTIVE INGREDIENTS

Tsubaki Oil– A new discovery of R&S Famasar labs and used for centuries in the Japanese culture as a beauty elixir. It contains a rich chemical profile composed of oleic acid, tocopherols, vitamin E, vegetable collagen and proteins with an anti-irritant and anti-oxidant action that protects the color applied on the hair.

Hyaluronic Acid– Keeps the right level of hydration of the hair retaining the micro color pigments and nutrient ingredients. It gives body and structure.

Rosa Seed Oil– Soothing to the scalp and regenerating for the hair.

Ceramides– Restores and maintains the structure of the hair, helping to maintain hydration and elasticity of the cuticle. It protects against external damage.

Olus Oil– Emollient of the plant origin and a substitute of synthetic petroleum. It protects the skin with a film forming and non-occlusive action.

Boswellia Serrata Extract– Resin gathered following an ethical and eco-friendly method from the plant of Indian Incense. It has anti-irritant and soothing properties.

Aloe Gel– For a moisturizing, protective and fortifying action.

Rice Oil– A natural filter to protect your hair color and shine.

Arginine– Amino acid that facilitates the adhesion of the color on the hair.



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How is Freelux a permanent color without ammonia?

This is possible due to a new delivery system utilizing MEA- Monethanolamine and Arginine. MEA is a chemical alkalizer that opens the cuticle but is not able to open as far as Ammonia does. Arginine is one of the smallest amino acids and facilitates the adhesion of the color on the hair. MEA opens the cuticle in a less aggressive manor and Arginine is able to drive the color molecule into the cortex thus creating the desired permanent shade.

MIXING RATIO

1: 1.5 (Core & Super Lightener Series)
1-part Freelux shade with 1.5 parts TM

DEVELOPER PROCESSING TIME

20-40 minutes
**Up to 45 minutes with High Lift Series.*

DEVELOPER

Developer Usage

OXY 10 vol. 3%	Deposit only	20-30 minutes
OXY 20 vol. 6%	Tone on tone / white hair Coverage on level or darker	30-40 minutes
OXY 30 vol. 9%	1 Level of lift/ white coverage when lift is desired	30-40 minutes
OXY 40 vol. 12%	2-3 Levels of Lift Core Series 3-4 Levels of Lift Super Lighteners	40 minutes 45 minutes

Grey Coverage with High lifts

Super Lighteners are a classic high lift series that can lift up to 3-4 levels. These high lifts are to be used on natural level 7 and higher for optimum results.

With a mixing ratio of 1:1.5, while using either TM OXY Cream 30 or 40 volume depending on desired lift and texture of hair.

1000- Natural
1003- Gold
1001- Ash



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TOOLS/ADDITIVES

Neutral 0.00

A creative and useful tool to the colorist with unlimited usage. Designed as a diluter that is used primarily in depositing services (a tube of permanent color that has no pigment). This additive can be used on its own with 10 volume Oxy Developer for a shine enhancing service or mixed into any shade to soften the tone intensity. All while maintaining the purity of the original tone.

Soft Dilution (4:1)

Ex. 40g Freelux shade + 10g Neutral / 0.0 + 75 g desired Freelux Developer

Strong Dilution (1:1)

Ex. 25g Freelux shade + 25g Neutral / 0.0 + 75 g desired Freelux Developer

How to Use

Apply color on to dry hair for optimal results. The use of heat is not required, processing cap can be used if desired. Add a small amount of warm water and emulsify into a rich lather and rinse thoroughly. Follow with shampoo and conditioner of the desired choice.

*30 volume is recommended as your usual 20 volume, with non-ammoniated color having a different delivery system. The shades will take between a half to a full shade darker than expected. Therefore it is recommended to level up from traditional developer recommendations.

Classification System

Level	(# before decimal)	Tone	(# behind decimal)
1	Black	.0	Natural
2	Darkest Brown	.1	Ash
3	Dark Brown	.2	Beige
4	Medium Brown	.3	Gold
5	Light Brown	.4	Copper
6	Dark Blonde	.5	Mahogany
7	Medium Blonde	.6	Red
8	Light Blonde	.7	Violet
9	Very Light Blonde	.8	Violet/Blue
10	Lightest Blonde		



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