

FREELUX COLOR SWATCHES

RED

YELLOW

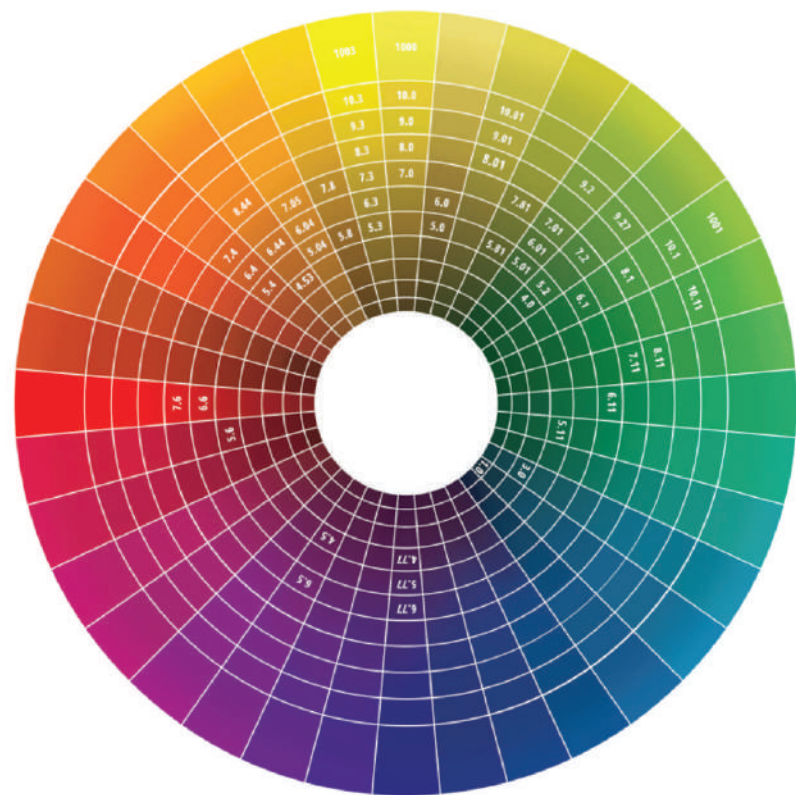
BLUE

| NATURAL | COOL NATURAL | GOLDEN | BEIGE | COPPER | BROWN | RED | HIGH LIFT COLORS | |
|---|--|--|---|--|--|--|--|---|
| <p>1.0 BLACK 85% 13% 2%</p> <p>7.0 BLOND 25% 66% 9%</p> <p>3.0 DARK CHESTNUT 58% 38% 4%</p> <p>8.0 LIGHT BLOND 10% 81% 9%</p> <p>4.0 CHESTNUT 55% 41% 4%</p> <p>9.0 VERY LIGHT BLOND 6% 87% 7%</p> <p>5.0 LIGHT CHESTNUT 50% 46% 4%</p> <p>10.0 PLATINUM BLOND 5% 86% 9%</p> <p>6.0 DARK BLOND 35% 55% 10%</p> | <p>5.01 LIGHT COOL CHESTNUT 53% 45% 2%</p> <p>8.01 LIGHT COOL BLOND 18% 77% 5%</p> <p>6.01 DARK COOL BLOND 46% 50% 4%</p> <p>9.01 VERY LIGHT COOL BLOND 16% 81% 3%</p> <p>7.01 COOL BLOND 42% 54% 4%</p> <p>10.01 PLATINUM COOL BLOND 10% 88% 2%</p> | <p>5.3 LIGHT GOLDEN CHESTNUT 16% 78% 6%</p> <p>8.3 LIGHT GOLDEN BLOND 5% 88% 7%</p> <p>6.3 DARK GOLDEN BLOND 11% 82% 7%</p> <p>9.3 VERY LIGHT GOLDEN BLOND 4% 89% 7%</p> <p>7.3 GOLDEN BLOND 10% 83% 7%</p> <p>10.03 PLATINUM GOLDEN BLOND 3% 90% 7%</p> | <p>5.2 LIGHT BEIGE CHESTNUT 40% 54% 6%</p> <p>9.2 VERY LIGHT BEIGE BLOND 20% 78% 2%</p> <p>7.2 BEIGE BLOND 32% 64% 4%</p> | <p>5.4 LIGHT COPPER CHESTNUT 15% 43% 42%</p> <p>7.4 COPPER BLOND 12% 55% 32%</p> <p>6.4 DARK COPPER BLOND 14% 44% 42%</p> | <p>5.8 LIGHT CHESTNUT BROWN 32% 30% 38%</p> <p>7.8 BROWN BLOND 25% 39% 36%</p> | <p>5.6 LIGHT RED CHESTNUT 21% 32% 47%</p> <p>7.6 RED BLOND 7% 30% 63%</p> <p>6.6 DARK RED BLOND 15% 42% 43%</p> | <p>1000 ULTRA LIGHT BLOND 4% 94% 2%</p> <p>1003 ULTRA LIGHT GOLDEN BLOND 2% 94% 4%</p> <p>1001 ULTRA LIGHT ASH BLOND 16% 80% 4%</p> <p>9.27 VERY LIGHT PEARL BLOND 90% 2% 8%</p> | |
| | | <p>ASH</p> <p>6.1 DARK ASH BLOND 47% 45% 8%</p> <p>10.1 PLATINUM ASH BLOND 18% 79% 3%</p> <p>8.1 LIGHT ASH BLOND 25% 69% 4%</p> | <p>INTENSE ASH</p> <p>5.11 LIGHT INTENSE ASH CHESTNUT 58% 37% 5%</p> <p>8.11 LIGHT INTENSE ASH BLOND 35% 62% 3%</p> <p>6.11 DARK INTENSE ASH BLOND 51% 45% 4%</p> <p>10.11 PLATINUM INTENSE ASH BLOND 24% 74% 2%</p> <p>7.11 INTENSE ASH BLOND 49% 47% 4%</p> | <p>INTENSE COPPER</p> <p>6.44 INTENSE COPPER DARK BLOND 10% 55% 35%</p> <p>8.44 INTENSE LIGHT COPPER BLOND 4% 60% 36%</p> | <p>MAHOGANY</p> <p>4.5 MAHOGANY CHESTNUT 35% 20% 45%</p> <p>6.5 MAHOGANY DARK BLOND 25% 33% 42%</p> | <p>COOL BROWN</p> <p>5.81 COOL LIGHT CHESTNUT BROWN 40% 34% 26%</p> <p>7.81 COOL BROWN BLOND 36% 42% 22%</p> | <p>INTENSE PURPLE</p> <p>4.77 INTENSE PURPLE CHESTNUT 55% 0% 45%</p> <p>6.77 INTENSE PURPLE DARK BLOND 45% 0% 55%</p> <p>5.77 LIGHT PURPLE CHESTNUT 50% 0% 50%</p> | <p>PEARL</p> <p>0.0 NEUTRAL</p> |

HOW TO USE:
25g Freelux shade + 25g neutral / 0.0 + 75g developer (10, 20, 30 Vol.)

CRAFT YOUR ARTISTRY

COLOR WHEEL



| UNDERLYING PIGMENT | NEUTRALIZING TONE |
|-------------------------|-------------------|
| LEVEL 10 - PALE YELLOW | VERY LIGHT VIOLET |
| LEVEL 9 - YELLOW | VIOLET |
| LEVEL 8 - YELLOW/ORANGE | BLUE-VIOLET |
| LEVEL 7 - ORANGE | BLUE |
| LEVEL 6 - RED/ORANGE | BLUE/GREEN |
| LEVEL 5 - RED | GREEN |
| LEVEL 4 - RED | GREEN |
| LEVEL 3 - RED | GREEN |
| LEVEL 2 - RED | GREEN |
| LEVEL 1 - RED | GREEN |

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 manner and Arginine is able to drive the color molecule into the cortex thus creating the desired permanent shade.

MIXING RATIO

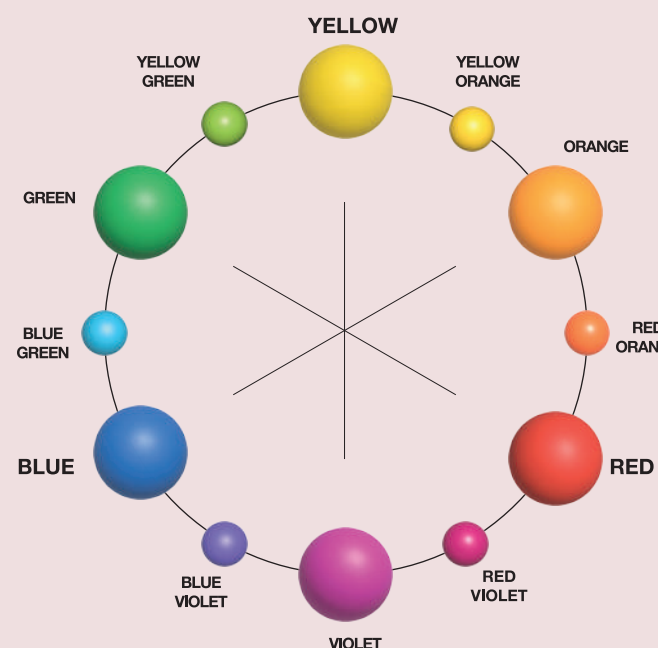
- 1:1.5 (Core & Super Lightener Series)
1-part Freelux shade with 1.5 parts TM Universal Developer
- 1:1 (Resistant grey coverage)
1-part Freelux shade with 1-part TM Universal Developer

DEVELOPER PROCESSING TIME

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

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 | | |



GREY COVERAGE WITH HIGH LIFTS

High lift series 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 30 or 40 volume depending on desired lift and texture of hair.

- 1000 - Natural
- 1003 - Gold
- 1001 - Ash

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 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 + 75g TM Universal Developer

STRONG DILUTION (1:1)

Ex. 25g Freelux shade + 25g Neutral / 0.0 + 75g TM Universal 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 choice.



ECO-CERTIFIED & ORGANIC INGREDIENTS

Tocco Magico was founded in 1938 in Rome, Italy by well-known hairdresser Arnulfo Sarra. A true beauty innovator, Sarra invented a hair color brush pen, in whose small tank contained a liquid hair color to touch up gray hair and mask the hair regrowth. This innovation was termed "magic touch" to all hairdressers and thus the brand name was born. For over 80 years, Tocco Magico has been known for hair color excellence and innovation. Made in Italy, craftsmanship and constant evolution are the three pillars that underpin the Tocco Magico brand and it is used and loved by salons around the world.

GLOBALLY RENOWNED ITALIAN HAIR COLOR

Founded in Italy in 1938, Tocco Magico is one of the oldest color manufacturers in the world and is known for its rich, vibrant and luxurious color powered by herbal extracts. We are dedicated to the salon professional and proud of the innovation and passion that goes into our color collections. Craft your artistry with us!



ABOUT TOCCO MAGICO



TOCCO MAGICO

Craft your artistry

FREELUX WALL CHART

Ammonia-Free

PPD-Free

Resorcinol-Free

ACTIVE INGREDIENTS

Tsubaki Oil – A new discovery of R&S Farmasar 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. **Olive 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.

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, Olive 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

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.

THE FIRST MANUFACTURER TO USE HERBAL EXTRACTS IN HAIR COLOR

As innovators of the hair color industry and a legacy color brand, Tocco Magico features a variety of hair color collections that protect and nourish the hair while delivering exceptional gray coverage, vibrant reds and superior high lift blondes. Portfolio highlights include the # 1, bestselling permanent color Color-Ton that features 7 herbal extracts and makes the hair healthier while coloring and Multi Complex Permanent Color that touts eco-certified ingredients and hyaluronic acid for rich color and more youthful-looking hair. Tocco offers a full range of permanent, demi and semi collections designed to provide the stylist with limitless color possibilities that deliver healthier hair to every client.

CRAFT YOUR ARTISTRY

We are dedicated to the salon professional and have designed our color portfolio to deliver every stylist success behind the chair. Tocco Magico features a variety of shade series, accessories and marketing support to help salons grow their business. We encourage stylists to "Craft Your Artistry" and engage their artisanal spirit to use our collection for infinite color possibilities and beautiful hair color transformations.



For more information scan to visit toccousa.com

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