

ENME[®]

D I C I T O

BE
S+ SYSTEM

REBONDING

demi color
ammonia & PPD free

BLONDE
PROFESSIONAL
GUIDE



BLONDE Professional Guide

BE9+

The comprehensive safe bleaching system designed to achieve impeccable highlights and flawless blondes!

REBONDING PROFESSIONAL

Advanced protection for resilient and revitalized hair throughout every technical treatment.

MY DEMI COLOR

The ideal toning service for vibrant, personalized hues and color that radiates with elegance!

Rebonding Hair Therapy

+ Heat Protection

Achieve strong, protected, and consistently lustrous hair at home!

BLEACHING

HAIR COLOR BLENDING

BE S+ SYSTEM



BE 9+ SYSTEM

An innovative bleaching system designed to ensure exceptional performance while maintaining the integrity of the hair structure, combining advanced protection, versatility, and distinctive results.



BE9+Argan Protection Bleach Powder

with ARGAN PROTECTION bleaching powder for blondes up to seven levels

ACTIVE INGREDIENTS



ARGAN OIL

It imparts exceptional softness and luster to hair, owing to its moisturizing attributes.



GUAR GUM

With emollient and nourishing properties, it forms a barrier that safeguards the hair.

HOW TO UTILIZE

DOSES 1 scoop (30 g) of BE9+ Bleach Powder with Argan Protection combined with 45-60 ml of Blue Cream Hydrogen Peroxide (10/20/30/40) volumes.

PREPARATION Pour the compact powder into a non-metallic container with the specified amount of oxidizing emulsion and mix until a smooth cream is achieved.

APPLYING TIME Ranges from 30 to 45 minutes, contingent upon the intensity of the desired lightening. **The product exhibits progressive bleaching capabilities.** After 45 minutes, its bleaching action ceases, and it is advisable to conduct frequent checks.

BE9+ Argan Protection Bleach Powder

An ideal bleach for all types of lightening, crafted to deliver impeccable results while preserving the health of the hair.



Intense safeguarding throughout the lightening process.



Finesse and reverence for the hair's structure.



Creative versatility, ideal for lightening techniques and comprehensive bleaching.

BE9 + Bleach Powder Balayage

high-definition

Precision "freehand" bleaching powder, designed to elevate the creative capabilities of the most discerning colorists.

Bleaches up to eight levels



ACTIVE INGREDIENTS



ARGAN OIL

It imparts exceptional softness and luster to hair, owing to its moisturizing attributes.



KAOLIN (WHITE CLAY)

It ensures the texture's compactness and adherence to the hair throughout the entire duration of the application.

HOW TO UTILIZE

DOSE 1 measuring cup 30 g of BE9+ Bleach Powder BALAYAGE high definition with 45-60 ml of oxygen Blue Cream Hydrogen Peroxide 10/20/30/40 volumes.

PREPARATION Transfer the compact powder into a non-metallic container. Incorporate the oxidizing emulsion and blend until a smooth cream is achieved.

APPLYING TIME Ranges from 30 to 45 minutes, contingent upon the intensity of the desired lightening. **The product exhibits progressive bleaching capabilities.** After 45 minutes, its bleaching action ceases, and it is advisable to conduct frequent checks.

BE9 + Bleach Powder Balayage

high-definition

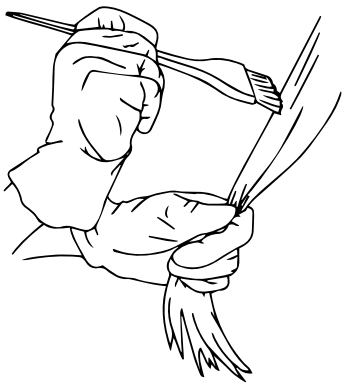
Ideal for meticulous balayage and blending, providing optimal control, excellent adherence and consistent results. Designed for the most scrupulous colorists, it fosters creativity and guarantees superior performance for customized and impeccable effects.



Maximum control, optimal resistance, and consistent results are achieved through the inclusion of kaolin, which enhances both consistency and stability during application.



Finesse and reverence for the hair's structure.



Creative versatility, ideal for every lightening technique, ranging from balayage to global bleaching.

BE9+ Blond Bleaching Powder with Plex Protection

The BE9+ Blond Bleaching Powder Plex Protection service employs innovative technology that safeguards the hair during rigorous bleaching, ensuring safety. It is appropriate for all lightening techniques.



Bleach up to ten levels

ACTIVE INGREDIENTS



SUCROSE

Conditions hair, leaving it healthy and soft.



GUAR GUM

Ensures optimal preservation of the hair's keratin structure throughout the entire bleaching process.

HOW TO UTILIZE

DOSES 1 scoop (30 g) of BE9+ Bleach Powder Plex Protection with 60 ml of Blue Cream Hydrogen Peroxide at 10/20/30/40 volumes.

PREPARATION Transfer the compact powder into a medium-sized container. Thalic acid should be combined with the dose of oxidizing emulsion and mixed until a smooth cream is achieved.

APPLICATION TIME Ranges from 20 to 45 minutes, contingent upon the intensity of the desired lightening. **The product possesses progressive bleaching capabilities.** After 45 minutes, its bleaching effect concludes, it recommends frequent checks.

BE9+ Blond Bleaching Powder with Plex Protection

Blond Bleaching Powder Plex Protection employs advanced technology that safeguards hair during rigorous bleaching processes, ensuring safe application. It is appropriate for all lightening methods.



Blond Bleaching Powder Plex Protection is the sophisticated solution for all lightening techniques.



Plex Protection provides enhanced safeguarding during the bleaching process, guaranteeing a safe and effective lightening experience.



Creative versatility, ideal for any lightening and balayage technique.

BLUE

CREAM 3%/6%/9%/12%

plex protection

BLUE OXYGEN FOR BLEACHING WITH PROTECTION

Unique blue oxidizing emulsion, fortified with Plex Protection, ensuring optimal hydration levels for the hair.

Blue pigment prevents yellowing during bleaching and coloring processes.



ACTIVE INGREDIENTS



SUCROSE

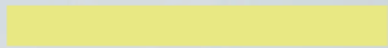
Ensures optimal safeguarding of the hair's keratin composition.



PAPAYA EXTRACT

Papaya Extract: abundant in antioxidants, it nourishes the hair and enhances volume.

PROTECTION



REBONDING

Our advancement

REBONDING
PROFESSIONAL

*with Regeneration
Complex*



Rich in natural and nourishing ingredients,
it works in synergy with bleaching,
strengthening and regenerating the hair.
It guarantees safe bleaching, with luminous
results and **healthy and flawless looking hair.**

REBONDING

PROFESSIONAL



PROTECTION DURING BLEACHING

When bleaching, it is crucial to safeguard your hair to prevent damage. Certain treatments containing fatty acids to hydrate and preserve elasticity, thereby minimizing breakage. Vitamins and minerals nourish the hair, forming a protective barrier against chemical harm and promoting overall health.

RESTORE THE STRUCTURE

Natural proteins are vital for the structural integrity of hair. They aid in the restoration and fortification of damaged hair fibers. Additionally, they are crucial in sealing moisture within the hair, imparting shine and softness.

STRENGTHENING

It fortifies the hair's structure, enhancing its resilience and elasticity. This process contributes to healthier hair that is less susceptible to breakage while also repairing damaged bonds.

PROTECTION WHILE COLORING

When coloring your hair, it is crucial to utilize nourishing and protective products to avert damage, dryness, and weakening. These products also provide defense against UV rays and pollution, ensuring your hair remains healthy, lustrous, and soft. In summary, protection is vital for maintaining vibrant and shiny hair.

REBONDING PROFESSIONAL

HOW TO UTILIZE



DURING THE
BLEACHING PROCESS
2 pumps for 1 30g
scoop of DECO BE9+



DURING THE
COLORING PROCESS
4 pumps per 100g of
MIA color cream or
Passion color oil



EXTENSIVELY PROCESSED HAIR

Apply Rebonding Professional directly to the lengths prior to bleaching or coloring.



BE 9+ SYSTEM

HOW TO UTILIZE



Volume Peroxide	Ratio	Up to LEVELS	Up to MINUTES
10 volumes	1:1,5 1:2	3 / 4 levels	30 minutes
20 volumes	1:1,5 1:2	4 / 5 levels	40 minutes
30 volumes	1:1,5 1:2	5 / 6 levels	40 minutes
40 volumes	1:1,5 1:2	7 levels	45 minutes



Volume Peroxide	Ratio	Up to LEVELS	Up to MINUTES
10 volumes	1:1,5 1:2	5 / 6 levels	30 minutes
20 volumes	1:1,5 1:2	6 / 7 levels	40 minutes
30 volumes	1:1,5 1:2	7 / 8 levels	40 minutes
40 volumes	1:1,5 1:2	8+ levels	45 minutes



Volume Peroxide	Ratio	Up to LEVELS	Up to MINUTES
10 volumes	1:1,5 1:2	5 / 6 levels	45 minutes
20 volumes	1:1,5 1:2	7 / 8 levels	40 minutes
30 volumes	1:1,5 1:2	9 / 10 levels	30 minutes
40 volumes	1:1,5 1:2	10 levels	20 minutes

TONING

EMME
D I C I O T T O
MADE BY A VISIONHAIR



demi color

ammonia & PPD free

THE GAME-CHANGER FOR BLONDE PERFECTION

Demi-permanent coloring offers unique shades that transform blonde hair, providing brilliant highlights and impeccable brightness for a striking, long-lasting, and irresistible outcome.



Mia demi color represents the culmination of advanced research, heralding a revolution in hair coloring. This innovative formula merges exceptional performance with a commitment to maintaining the health of your hair.

Enhanced with natural and innovative components.

Vegan color is resorcinol, ammonia and PPD free





demi color

ammonia & PPD free



Elegance: Distinctive colours crafted to elevate blonde tones, resulting in a radiant and refined finish.



Conscious Beauty: Completely vegan and devoid of ammonia, PPD and resorcinol.



High performance: a groundbreaking formula infused with natural active ingredients for exceptional results and vibrant, lustrous hair.



demi color

ammonia & PPD free



- **AMMONIA AND PPD FREE**
- **RESORCINOL-FREE**
- **100% VEGAN**
- **ACTIVE COMPONENTS**
 - ALOE VERA
 - ARGAN OIL
 - PASSIONFRUIT
- **DISTINCT SUBTLETIES FOR A PERFECT AND RADIANT BLONDE**
- **100 ML FORMAT**
- **MIXING 1:1.5**

demi color mia



The Ideal Companion for Toning Blondes

**Vibrant, luminous, and enduring
reflections in a carefully curated palette
of shades designed to enhance and
complement blondes.**

10. ICE



A cool, icy blonde for an unexpectedly contemporary appearance.

10. BUTTER



Soft and neutral hues for a refined elegance.

10. BEIGE



Warm, creamy tones for a sun-kissed radiance.

10. IRISÉÉ

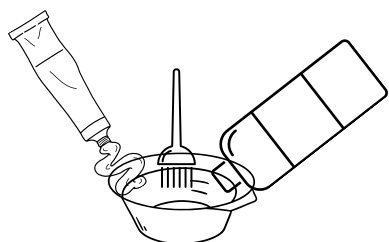


Subtle irisé reflections for an illuminating effect.

MIA DEMI COLOR OFFERS A STRAIGHTFORWARD AND PROMPT SOLUTION FOR APPLICATION FOLLOWING BLEACHING.

How to Use

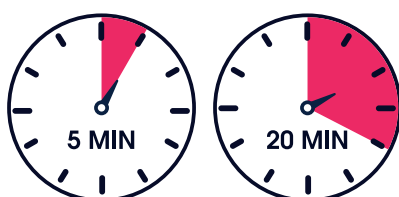
STICK TO THESE STRAIGHTFORWARD STEPS TO ACHIEVE A FLAWLESS OUTCOME:



MIXING PREPARATION: IN A NON-METALLIC CONTAINER, COMBINE MIA DEMI COLOR WITH THE OXIDIZING EMULSION AT 0.05-10 VOL. UNTIL A SMOOTH CREAM IS ACHIEVED.



APPLICATION: DISTRIBUTE EVENLY ONTO CLEAN, DAMP, TOWEL-DRIED HAIR. COMB FROM ROOTS TO TIPS TO ENSURE EVEN DISTRIBUTION OF THE PRODUCT.



APPLICATION DURATION: LEAVE ON FOR 5 TO 20 MINUTES, DEPENDING ON THE DESIRED INTENSITY.



RINSE THOROUGHLY WITH WARM WATER. PROCEED WITH 14 HAIR COLOR SHAMPOO TO FINALIZE THE TREATMENT AND ENHANCE THE OUTCOME.

MIA DEMI COLOR: STRAIGHTFORWARD, EFFICIENT, AND IDEAL FOR EXPERTLY TONING BLONDE HAIR.

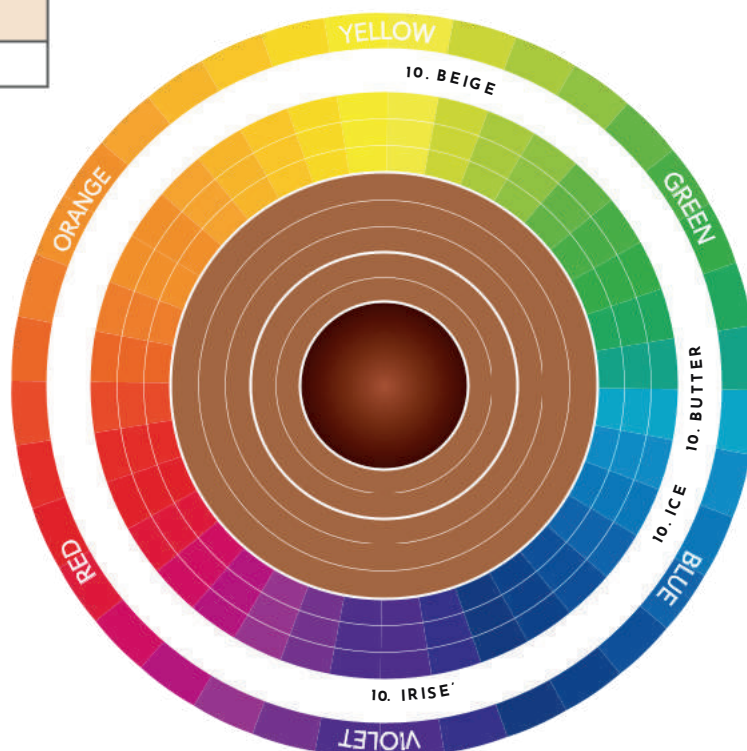
Choose your perfect blonde:

NUANCE	BASE IDEALE	PASSION ACTIVATOR	POSA	BASE IDEALE	PASSION OXIDANT	POSA
10. Ghiaccio Ice Hielo	10 / 11	0.05 mix 1:1.5	5 / 15 min.	10 / 11	10 vol. mix 1:1.5	5 / 20 min.
10. Burro Butter Manteca	10 / 11	0.05 mix 1:1.5	5 / 15 min.	10 / 11	10 vol. mix 1:1.5	5 / 20 min.
10. Beige Beige Beige	8 / 9 / 10	0.05 mix 1:1.5	5 / 15 min.	8 / 9 / 10	10 vol. mix 1:1.5	5 / 20 min.
10. Irisee' Irisee' Irisee'	8 / 9 / 10	0.05 mix 1:1.5	5 / 15 min.	8 / 9 / 10	10 vol. mix 1:1.5	5 / 20 min.

Mix: MIA DEMI COLOR 100 ml:
PASSION OXYGEN 0.05 - 10 vol.

1:1,5

TEMPO DI POSA DEV. TIME TIEMPO DE EXPOSICIÓN TEMPO DE REPOUSO ВРЕМЯ ОТДЫХА TEMPS DE POSE CZAS DZIAŁANIA LIEGEZEIT ΧΡΟΝΟΣ ΑΠΟΤΡΟΠΗΣ مدة الانتظار	MISCELAZIONE MIXING DILUCIÓN MISTURA СМЕСЬ MELANGE MIESZANIE MISCHEN МІШ الخلط
5/20 min	1:1,5



BLONDE CARE
SALON & HOME
ROUTINE

REBONDING HAIR TREATMENT

+ Heat Protection

OUR DISTINCTIVE

REGENERATION COMPLEX

RICH IN NATURAL AND NOURISHING INGREDIENTS, IT FUNCTIONS SYNERGISTICALLY TO REPAIR DAMAGE, ENHANCE STRUCTURE, AND IMPART AN IRRESISTIBLE SHINE TO YOUR HAIR. EACH APPLICATION OF REBONDING EMBODIES A COMMITMENT TO ENHANCING THE BEAUTY AND VITALITY OF YOUR HAIR.





HOW TO USE

1. Wash the hair with 01 everyday shampoo and apply conditioner if necessary.
2. Rinse and towel dry to remove excess water.
3. REBONDING PREPARATION: add 3 vials of Rebonding to the spray, fill with water.
4. Shake the Rebonding bottle to ensure the ingredients are mixed.
5. Spray about 5 centimeters from the head, spray 30 times for treatment (1 time a week) and 15 times for maintenance (midweek for at least a month) over the entire length of the hair, or where the hair is most damaged.
6. Use a comb to distribute the product evenly.
7. DO NOT RINSE.
8. Proceed with the styling.

BLONDE MAINTENANCE SALON AND HOME ROUTINE

SALON PROTOCOL

	 <p>14 SHAMPOO FOR COLORED HAIR</p>	 <p>00 SILVER SHAMPOO</p>	
	 <p>14 CONDITIONER FOR COLORED HAIR</p>	 <p>00 SILVER MASK</p>	 <p>00 VANILLA MASK</p>
  <p>REBONDING HAIR TREATMENT + Heat Protection</p>	<p>HOW TO UTILIZE</p> <ol style="list-style-type: none">1. Spray approximately 5 centimeters from the scalp, applying generously along the entire length of the hair or focusing on the most damaged areas.2. Utilize a wide-toothed comb to evenly distribute the product.3. DO NOT RINSE. Continue with your preferred styling.		

HOW TO UTILIZE

00 MASK *Infinite Shade*

After applying Emmediciotto shampoo, it is advisable to gently dab and distribute the mask throughout your hair.















Leave on for 5 minutes for a radiant reflection; for a more intense effect, extend to 15 minutes.

Rinse completely.

BLONDE MAINTENANCE

SALON AND HOME ROUTINE

HOME ROUTINE

	FREQUENT CLEANING	COLOR MAINTENANCE	NUTRITION	NEUTRALIZE YELLOW REFLECTIONS	ENRICH WARM REFLECTIONS
	 01 EVERYDAY SHAMPOO	 14 SHAMPOO FOR COLORED HAIR	 08 NUTRITIVE SHAMPOO	 00 SILVER SHAMPOO	 00 VANILLA SHAMPOO
	 01 EVERYDAY CONDITIONER	 14 CONDITIONER FOR COLORED HAIR	 08 NUTRITIVE CONDITIONER	 00 SILVER MASK	 00 VANILLA MASK
	 REBONDING HAIR TREATMENT + Heat Protection				
	<ol style="list-style-type: none"> Spray approximately 5 centimeters from the scalp, applying generously along the entire length of the hair or focusing on the most damaged areas. Utilize a wide-toothed comb to evenly distribute the product. AVOID RINSING. Continue with your preferred styling. 				

HOW TO UTILIZE

00
MASK
Infinite Shade

After applying Emmediciotto shampoo, it is advisable to gently dab and distribute the mask throughout your hair.

Leave on for 5 minutes for a radiant reflection; for a more intense effect, extend to 15 minutes.

Rinse completely.



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