

ALTEREGO  
ITALY

fast  
COLOR  
10'

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BEAUTY & KINDNESS

The logo graphic consists of several overlapping, semi-circular shapes in shades of orange and red, creating a fan-like effect. The text 'fast COLOR 10'' is overlaid on the top-most, darkest shape.

fast  
COLOR  
10'

*The 10 minutes  
complete and performing  
in-salon service!*

*Brilliant and uniform colors  
for absolute fidelity  
in the chromatic result.*

Today, as never before, it is of fundamental importance to rediscover the value of time that represents an increasingly **precious resource** to take care of and to preserve carefully.

For the salon professional, time is money, and for this reason the daily organization is very important to be able to optimize every single moment.

For the customer, on the other hand, it becomes increasingly difficult to find free time to go to the hairdresser.

In both cases, **TIME** represents an essential value for:

- **THE SALON PROFESSIONAL**

who needs to **perform fast professional and technical services** in order to maximize profits







- **THE CLIENT**

who asks for a professional technical service performed in a short time which is also able to provide a **reliable result**



# *The 10 minutes professional hair color*

## **BENEFITS:**

-  White hair coverage **up to 100%**
-  **No pigments overload**
-  **Extreme brightness**
-  Delicate fragrance with floral note
-  With AMMONIA
-  **Vegan Friendly**

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PPD  
& RESORCINOL  
**FREE**

PPD and resorcinol free formula  
for the maximum respect of both the  
internal and external hair structure

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# Active Principles

A formula enriched with the **latest generation** carrier substances able to accelerate the pigment penetration inside the hair, without creating overload, while guaranteeing **brightness, uniform colors and absolute fidelity** to the color result.



## MAUVE EXTRACT

Its powerful **antioxidant properties** coming from the different parts of the plant make it a great anti-aging component able to provide deep hydration.

It **restructures and regenerates the fiber** bringing extreme shine to the hair.



## ORCHID EXTRACT

A powerful **invigorating and illuminating agent** that adds softness and silkiness to treated hair.

It is able to slow down the formation of double tips and to reinforce the fiber in depth.








# *Kind Packaging*

In line with its **sustainable choices**, Alter Ego Italy has conceived and created a product packaging that wants to be sensitive towards the environment.

**Recycled, compostable and responsible** materials accompanied by an eye-catching graphic layout and a significant tactile perception.

-  recycled aluminum TUBES
-  CAPS produced with the minimum use of plastic
-  FSC certified and compostable paper CASES

# *23 nuances, 6 color series*



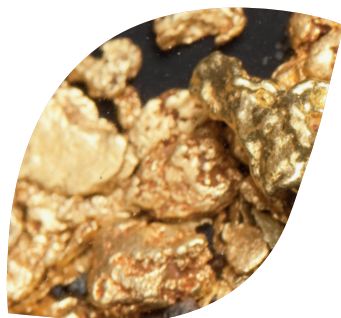
## **NATURAL**

To ensure white hair coverage, amplify and embellish the hair natural tones while maintaining their chromatic balance. These nuances revive the natural hair color with an intense and deep expression.



## **BROWN**

Brown nuances, with games of cold shades. Full and rich colors, with a balanced reflection to illuminate the hair in a very natural way.



## **GOLDEN**

Blond and golden reflections ideal for reviving the color of the hair and emphasize its brilliance, for a natural, intense and luminous flavor.





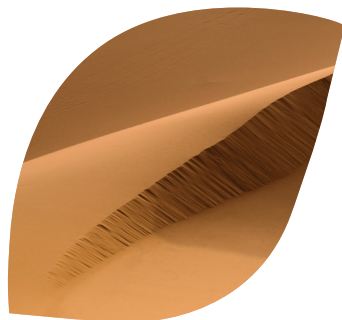
## COPPER

For those who love the coppery color, rich in shades. Nuances that are characterized by enveloping and brilliant tones ideal to light up the hair with warm highlights.



## RED

Intense and vibrant nuances with a strong personality. Purple and red reflexes with a strong character to enhance the brilliance and chromatic creativity on the hair.



## GOLDEN BEIGE

Beige and golden reflections to intensify the hair color emphasizing the warm shades. Shades that illuminate the hair in a natural way.

# Fast Color 10 Application



- Up to 100% white hair coverage
- Excellent resistance over time
- Latest generation carrier substances able to accelerate the penetration of the pigment inside the hair
- Maximum cosmetic effect in the final result

## APPLICATION 10': PERMANENT COLOR

RESULT	COACTIVATOR CREAM	MIXING RATIO	
WHITE HAIR	20VOL. (6%)	1:1	10MIN
RESISTANT WHITE HAIR	30VOL. (9%)		



# Services

*Three services designed by Alter Ego Italy professionals to work creatively on lengths and ends, and achieve versatile color results, able to meet all needs.*

## BRIGHT COLOR

- For a bright color effect, to express the reflection in light tones
- For a light and shiny effect
- To maintain the reflection between one color service and the other
- To create a light toning service of the reflection for partial lightening

### APPLICATION

Apply the color mix to previously washed and towel-dried hair

Leave on for 10'

COACTIVATOR CREAM	MIXING RATIO	
10VOL.	1:2	10MIN

## TONE ON TONE

- For a full and bright color effect
- For lengths and ends color recovery
- To create a tone-on-tone effect on natural hair

### APPLICATION

Apply the color mix to dry hair

Leave on for 10'

For the correct color recovery of the lengths apply the color mix in the last 10' of the base color setting time

COACTIVATOR CREAM	MIXING RATIO	
10VOL.	1:3	10MIN

## ICE BLONDE

- In-salon service to be performed with the 10/0 nuance
- To obtain an “ice” blond effect on deep lightening (9-10)
- To neutralize unwanted warm reflections

### APPLICATION

Apply 10/0 in a ratio of 1: 5 on washed towel-dried hair and leave on up to 10'

For a full and cold tone-reflection effect apply 10/0 in a ratio of 1.5 to dry hair and leave on for up to 10'

COACTIVATOR CREAM	MIXING RATIO	
10VOL.	1:5	10MIN

# FAQ's

## 1. Who are the ideal customers for Fast Color 10?

- a- Customers who have little time to spend in the salon for an application on regrowth or for a whole applications on medium-short hair to be performed in 10 minutes
- b- Customers who want fast coverage between one traditional service and the next one
- c- Customers who want white hair roots coverage after two weeks
- d- Young customers

## 2. Which salons are ideal for Fast Color 10?

All salons: Fast Color 10 allow the salon professional to increase the number of services that can be performed in the salon, guaranteeing a greater profit. It also allows to perform the service even on those customers who at the last minute they decide to do the color

## 3. Fast Color 10 can be applied on the same day as the color service performed with Technofruit?

Yes, depending on the color condition on the lengths, different services can be offered for:

- a- recover the faded color on the lengths
- b- offer a tone-on-tone service
- c- give a gloss, cold effect and neutralize unwanted reflections

# fast COLOR 10'

**4. Is it possible to have a “color bath” with Fast Color 10, as a quick application to the washhead position?**

Fast Color 10 is mixed with 10 and 20 vol. Coactivator Cream to obtain maximum color performance, therefore the recommended application is with bowl and brush, to ensure perfect color adhesion on the hair structure. We do not recommend the use of a color bottle at the washhead position because the mixture is too viscous.

**5. Are there some technical cases in which it is suggested to perform a Fast Color 10 color service instead of using Technofruit Color?**

There are no technical cases where it is suggested to do Fast Color 10 instead of Technofruit: the two colors have the same formulation technology, but a different pigment balance to be able for Fast Color 10 to be done in 10 minutes.

**6. Is it possible to mix Fast Color 10 nuances with each other?**

Of course, all the shades can be mixed together to obtain infinite chromatic possibilities.

