

Aloxxi[®]
SALON COLOR & CARE

SWATCH CHART

CHROMA[®]
Permanent Creme Colour

TONES[®]
Demi-Permanent Colour

DIMENSIONS[®]
Highlighting Colour

LIGHTENER



WHAT'S YOUR COLOR PERSONALITY?

Your clients know the color on their nails. They know the color on their lips. But do they know the color you put on their hair? With over 100 Color Personalities to choose from, Aloxxi offers a unique, interactive consultation experience. Transform your clients into a Blonde Bambino™, A Brunette for Casanova™, Florentine Dream® - or any Color Personality that defines them!



CREATIVE COLORS

As the Founder of OPI, George Schaeffer's passion for color transformed the Nail Care Industry. Now, inspired by premier Italian fashion and color technology, he's doing it again with professional hair color, care and style. This imaginative thinking allows us to create beautiful colors while protecting the health of the hair.

6R 6.6 AFFAIR DEL FRESCO™	7GR 7.35 VENUS DE MILANO™
5R 5.6 COMO CRIMSON™	6GR 6.35 SICILIAN SIREN®
7XR 7.66 FIRENZE FIRE®	7RK 7.64 FAST LANE IN FERRARA®
6XR 6.66 RED-Y FOR A RENAISSANCE®	6RK 6.64 RAVISH ME IN RAVENNA®
5XR 5.66 VENI-VEDI-VICI™	5RK 5.64 PUCCINI AND ME®
4XR 4.66 TREASURE OF TRIESTE®	4RK 4.64 POSITANO PERFECTO®



DYNAMIC EDUCATION

Build your foundation techniques in a fun and interactive environment. Aloxxi education is focused on skill development through a multitude of platforms to keep you inspired.



PROFESSIONAL PRODUCTS

Aloxxi offers high caliber, easy-to-use products to fulfill your artistic vision. From European quality permanent and demi-permanent colors to care and style products that are free of sulfates, parabens and sodium chloride, our botanical based products are the perfect tools to create and maintain beautiful hair color with personality.



SALON PARTNERSHIPS

As an Aloxxi salon, we are committed to creating custom programs to meet your needs. We invest heavily in our salon partners by delivering robust rewards programs, in-salon support, and a diverse offering of education programs based on your needs.



	NATURAL	INTENSE NATURAL	NATURAL TAN	NATURAL ASH	BEIGE	GOLD VIOLET	ASH	PEARL	VIOLET	RED GOLD	RED MAHOGANY	RED	EXTRA RED	RED COPPER	COPPER	GOLDEN RED	GOLD	INTENSE GOLD
	Used for natural level selection. The base contains all three primary colors in varied proportions. Creates natural results without excessive warmth or coolness. Adding to color formula assures 100% coverage on grey/white hair.	Formulated with an increased pigment level of all three primary colors. Recommended to produce 100% coverage on 50% or more resistant grey/white hair.	Natural gold base creates natural looking rich warm tones. Ideal for 100% grey/white coverage with warm tonal balance and lowlighting.	Natural blue/violet base produces natural cool tones and controls unwanted orange/yellow tones. May be used for 100% grey/white coverage.	Ideal blend of ash and gold for a classic beige blonde.	Gold/violet base creates soft, balanced, warm tones. Ideal for lowlighting and color backs.	Blue base controls unwanted orange tones when lifting.	Violet/blue base controls unwanted yellow/gold tones when lifting.	Blue/red base creates rich burgundy shades. Add to lighter levels to control unwanted warmth.	Red/gold base produces luminous warm reds.	Red/red brown base creates beautiful natural reds.	Formulated with a true red base that ensures rich vibrant red tones.	Intense red base creates extremely rich red tones.	Red/orange base produces bold, vibrant red-copper tones.	Orange base enhances and accentuates warm tones.	Gold/red base produces beautiful rich, warm mahogany tones.	Gold base creates brilliant golden tones.	Intense gold base creates radiant golden tones.
PLATINUM Formulated to achieve the ultimate in high lift blondes without creating excessive warmth.	11N 11.0 ANDIAMO - LET'S GO PLATINUM™				11B 11.13 SPARKLING PROSECCO®		11A 11.1 SISTINE CANDLES®	11P 11.21 VERDI'S AIDA®	11V 11.2 CRÈME DE LA CREMA®								11G 11.3 SUNLIGHT IN PALERMO®	
10	10N 10.0 BLONDE BAMBINO™		10NT 10.03 HOLY CANNOLI®		10B 10.13 BUONA SERA BLANCA®		10A 10.1 PRIMA DONNA®	10P 10.21 ROMANCE ON THE RIALTO®	10V 10.2 SWINGING IN SARDINIA®								10G 10.3 SANGIOVESE AT SUNRISE®	10GG 10.33 ITALIAN GOLD™
9	9N 9.0 ROMAN GODDESS®	9NN 9.00 PONTE VECCHIO'S JEWEL™	9NT 9.03 AMALFI CHIC™	9NA 9.01 GET A GRAPPA®	9B 9.13 GIVE PISA A CHANCE®		9A 9.1 WOMEN ARE FROM VENICE®	9P 9.21 TASTE OF TORINO®									9G 9.3 PEACH BELLINI®	9GG 9.33 ORO BIANCO®
8	8N 8.0 * MEZZALUNA®	8NN 8.00 * THE LAST RISOTTO®	8NT 8.03 A TOUCH OF TUSCANY®	8NA 8.01 MONA LISA'S SMILE®	8B 8.13 DAVID'S MUSE®	8GV 8.32 ETERNAL CITY GIRL®	8A 8.1 SENSUOUS SIGNORINA®	8P 8.21 SITTING IN SAN MARCO®				8R 8.6 SAN REMO VINO®			8K 8.4 DON'T PROSCIUTTO THE MESSENGER®		8G 8.3 COLORE CLASSICO®	8GG 8.33 AMARETTO PERFETTO®
7	7N 7.0 * GEORGIO'S FOLLY®	7NN 7.00 * STAR-CROSSED LOVERS®	7NT 7.03 FORTUNA AT THE FORUM®	7NA 7.01 GALILEO'S GLAZE®	7B 7.13 BUON GIORNO GENOA®	7GV 7.32 MODA FANTASTICA®	7A 7.1 TARTUFO TEMPTATION®	7P 7.21 FLORENTINE DREAM®	7V 7.5 VA VA VERONA®	7RG 7.63 FLAME OF VESUVIUS® (Formerly 7R)		7R 7.6 MICHAELANGELO'S PASSION® (Formerly 7RR)	7XR 7.66 FIRENZE FIRE®	7RK 7.64 FAST LANE IN FERRARA®	7K 7.4 PENNY IN THE TREVI®	7GR 7.35 VENUS DE MILANO™	7G 7.3 CIAO BELLA®	7GG 7.33 MADONNA FROM MODENA®
6	6N 6.0 * ALOXXI'S FAVORITE®	6NN 6.00 * WHEN IN ROME®	6NT 6.03 STEAMY PORCINI®	6NA 6.01 POMPEII AND CIRCUMSTANCE®		6GV 6.32 LOVE THAT SAMBUCA®	6A 6.1 SEDUCTION ON THE GRAND CANAL®			6RG 6.63 LUCCA ME, LUCCA YOU® (Formerly 6R)		6R 6.6 AFFAIR DEL FRESCO™ (Formerly 6RR)	6XR 6.66 RED-Y FOR A RENAISSANCE®	6RK 6.64 RAVISH ME IN RAVENNA®	6K 6.4 PARTY IN LOMBARDY®	6GR 6.35 SICILIAN SIREN®	6G 6.3 BUONA NOTTE MI BELLISSIMA®	
5	5N 5.0 * ARRIVIDERCI ROOTS!®	5NN 5.00 * GONDOLA WITH THE WIND®	5NT 5.03 CIOCCOLATO GELATO®			5GV 5.32 LA BELLA SIGNORINA®	5A 5.1 FULL OF BOLOGNA®		5V 5.5 CACCIATORE ME IF YOU CAN®		5RM 5.65 BLUSH OF BAROLO™ (Formerly 5R)	5R 5.6 COMO CRIMSON™ (Formerly 5RR)	5XR 5.66 VENI-VEDI-VICI™	5RK 5.64 PUCCINI AND ME®	5K 5.4 ROMANTIC RAFAELLO®	5GR 5.35 BRILLIANT BERGAMO™	5G 5.3 BOOT-IFUL ITALY®	
4	4N 4.0 * ESPRESSO YOURSELF®	4NN 4.00 MY CARAMELLA®				4GV 4.32 MYSTERY AT THE PALAZZO®			4V 4.52 MEDICI'S VILLA™		4RM 4.65 VALENTINO'S DELIGHT (Formerly 4R)		4XR 4.66 TREASURE OF TRIESTE®	4RK 4.64 POSITANO PERFETTO®	4K 4.4 MURANO GLOW®		4G 4.3 APERITIV-O FOR 2®	
3	3N 3.0 * A BRUNETTE FOR CASANOVA™								3V 3.2 REVELRY IN TIVOLI®									
2	2N 2.0 DATE NIGHT AT HARRY'S®																	
1	1N 1.0 INTRIGUE ON THE SPANISH STEPS®						1A 1.1 CRUISING THE ADRIATIC®											
GEMS	CL ITALIAN ICE™		Aloxxi GEMS are a collection of color concentrates that are used to customize color formulas for each individual client. For additional uses, reference the Salon Technical Guide.				B ONCE IN A BLUE LUNA®		V O COLORE MIO®			R IT'S ALL ITALIAN TO ME®			K PENNE FOR YOUR THOUGHTS®		G DONATELLO'S YELLOW™	

CHROMA®

Permanent Creme Colour



High-Definition Conditioning Color with CDP Complex®

4 SIMPLE STEPS TO HAIR COLOR WITH ALOXXI CHROMA

- Determine natural level and/or existing color including % of grey/white hair
- Analyze texture and porosity
- Identify desired level and tonal direction
- Utilize the Aloxxi Developer and Timing Chart to select color objective, developer and timing

DEVELOPER AND TIMING CHART

COLOR OBJECTIVE	DEVELOPER	DEVELOPMENT TIME
GREY/WHITE COVERAGE - TONE ON TONE	10 VOLUME (3%)	25 - 35 MINUTES
GREY/WHITE COVERAGE - 1 LEVEL OF LIFT	20 VOLUME (6%)	30 - 45 MINUTES
GREY/WHITE COVERAGE - 2 LEVELS OF LIFT	30 VOLUME (9%)	40 - 45 MINUTES
GREY/WHITE COVERAGE - 3 LEVELS OF LIFT (UP TO 4 LEVELS WITH PLATINUM SERIES)	40 VOLUME (12%)	40 - 50 MINUTES

Fine hair is more receptive to hair color, therefore less development time is needed. Aloxxi Blue Creme Developer is available in 20 Volume (6%) and 40 Volume (12%). The blue developers will assist Aloxxi Colour in controlling the underlying warmth when lifting.

PRE-TREATMENT

Apply ColourPrime to the hair prior to all color applications to optimize color retention.

APPLICATION

GOING DARKER and TONE ON TONE

Apply color to the base area and then immediately apply color to the mid-lengths and ends. Develop according to the Aloxxi developer selected.

GOING LIGHTER

Starting ½" from the base, apply to mid-lengths and ends. Develop for 15 - 20 minutes. Prepare a fresh mixture of color. Apply color to the base area and develop according to the Aloxxi developer selected or until color is uniform from base to ends.

RETOUCH

Apply to new growth area. Develop according to the Aloxxi developer selected. To refresh the mid-lengths and ends, select a complimentary Aloxxi TONES shade and apply. Develop until color is uniform from base to ends.

CHROMA option for color refreshing mid-lengths and ends: Mist hair with Aloxxi Conditioning Detangler. Mix 1 part CHROMA color to 2 parts 10 Volume (3%). Apply and develop for 10-20 minutes or until color is uniform from base to ends.

HIGH LIFT BLONDING

Start color application in darkest area and apply generously to the hair for even color results. Develop at room temperature for 40 - 50 minutes for maximum lift and tonal control. Due to intense pigments, Aloxxi PLATINUM Series is recommended for virgin application and new growth applications ONLY. Utilize Aloxxi TONES to refresh mid-lengths and ends.

MIXING Levels 1 - 10



1 : 1.5

COLOR	DEVELOPER
30g	45g
60g	90g
1oz	1½ oz
2oz	3oz

PLATINUM High Lift Colour



1 : 2

COLOR	DEVELOPER
15g	30g
30g	60g
½ oz	1oz
1oz	2oz

PLATINUM SERIES

The PLATINUM Series is formulated to achieve the ultimate in high lift blondes without creating excessive warmth. The high concentration of pigments provide for a 1:2 mixing ratio.

EXTRA LIFT WITH ALOXXI BOOST®

BOOST is added to color formula to create up to one additional level of lift. BOOST must be mixed with Aloxxi CHROMA or PLATINUM Series and is not recommended with Aloxxi LIGHTENERS. Additional developer is needed when BOOST is added to the formula. For maximum lift utilize 15g BOOST to 15g Aloxxi PLATINUM Series mixed with 60g Aloxxi 40 Volume (12%) Developer. For additional uses, reference the Salon Technical Guide.

OPTIONS FOR COVERING GREY/WHITE HAIR

Natural end results are achieved when N, NN, NT or the NA Series are selected for grey/white hair. All other series need to be mixed with the N, NN, NT, or NA series. Up to 50% grey/white: % of grey/white is % of N, NN, NT, NA mixed with desired shade. Over 50% grey/white: mix equal parts N, NN, NT or NA with desired shade.

REMOVAL & POST TREATMENT

Upon completion of development time, emulsify and rinse hair thoroughly with tepid water. Apply ColourLock Post-Color Finisher to cleanse and condition the hair, close the cuticle and neutralize the residual developer. Leave on for 2 minutes and then rinse. Follow with your choice of Aloxxi products.

TONES®

Demi-Permanent Colour



Multi-Dimensional Conditioning Color with CDP Complex®

4 SIMPLE STEPS TO HAIR COLOR WITH ALOXXI TONES

- Determine natural level and/or existing color including % of grey/white hair
- Analyze texture and porosity
- Identify desired level and tonal direction
- Determine color objective to select developer mixing ratio and timing

COLOR OBJECTIVE & TIMING CHART

COLOR OBJECTIVE	MIXING RATIO	DEVELOPMENT TIME (ROOM TEMP.)	DEVELOPMENT TIME (w/HEAT)
BASIC COLOR BLENDS UP TO 50% GREY/WHITE HAIR	1:2	20 - 25 MINUTES	10 - 15 MINUTES
COLOR REFRESHER	1:2	10 - 15 MINUTES	5 - 10 MINUTES
TONER AND CHEMICALLY PROCESSED HAIR	1:2	10 - 15 MINUTES	NOT RECOMMENDED
INTENSE TONAL DIRECTION	1:1	20 - 25 MINUTES	10 - 15 MINUTES
BLENDS OVER 50% GREY/WHITE HAIR	1:1	30 - 40 MINUTES	15 - 20 MINUTES

Fine hair is more receptive to hair color, therefore less development time is needed.

MIXING



1 : 1

1 : 2

PRE-TREATMENT

Apply Aloxxi ColourPrime to the hair prior to all color applications to optimize color retention.

APPLICATION

GOING DARKER OR TONE ON TONE
Apply Aloxxi TONES from base to mid-lengths and ends. Develop according to color objective.

RETOUCH APPLICATION

Apply Aloxxi TONES to the new growth area (base). Develop according to timing directions. Work through the mid-lengths and ends the last five minutes.

GREY/WHITE HAIR

Less than 50% grey/white hair: mix 1 part N, NT or NA to 3 parts desired shade. More than 50% grey/white: mix 1 part N Series to 1 part desired shade.

CLEAR GLOSS (CL)

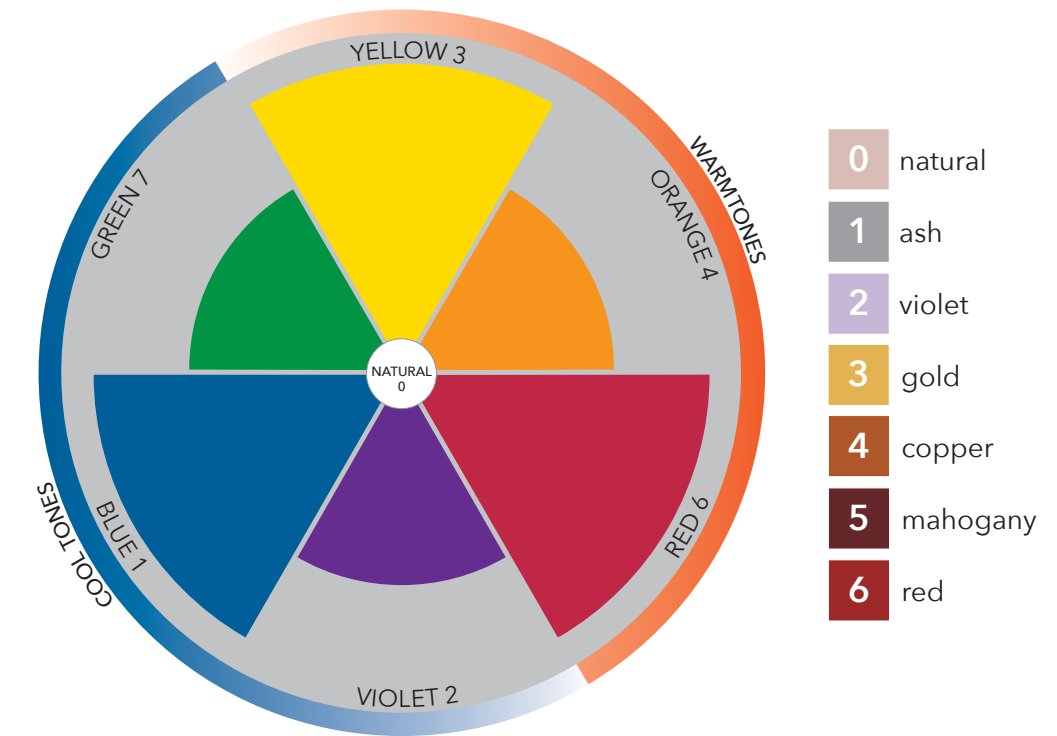
Utilize to create shine and condition the hair. Mix Clear Gloss with any of the TONES shades to dilute the tonal direction.

REMOVAL & POST TREATMENT

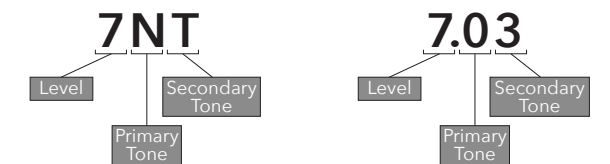
Upon completion of development time, emulsify and rinse hair thoroughly with tepid water. Apply ColourLock Post-Color Finisher to cleanse and condition the hair, close the cuticle and neutralize the residual developer. Leave on for 2 minutes and then rinse. Follow with your choice of Aloxxi products.

COLOR WHEEL

Colors close to each other on the wheel enhance tonal direction. Colors across the wheel neutralize tonal direction. Colors may be warm or cool depending on the proportion of the primary colors present: blue, red and yellow.



LEVEL AND TONAL DIRECTION



NATURAL LEVEL AND EXPOSED CONTRIBUTING PIGMENT GUIDE

LEVEL	NATURAL LEVEL	EXPOSED CONTRIBUTING PIGMENT
10N	LIGHTEST BLONDE	PALE YELLOW
9N	VERY LIGHT BLONDE	LIGHT YELLOW
8N	LIGHT BLONDE	YELLOW
7N	MEDIUM BLONDE	ORANGE + YELLOW
6N	DARK BLONDE	ORANGE
5N	LIGHT BROWN	RED + ORANGE
4N	MEDIUM BROWN	RED
3N	DARK BROWN	RED
2N	DARKEST BROWN	RED
1N	BLACK	RED

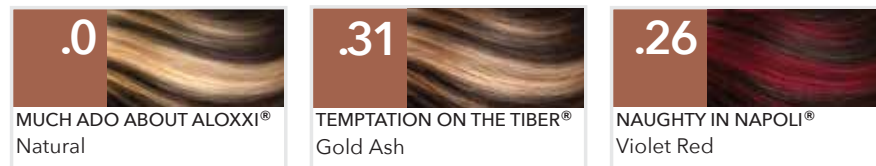
HEALTHY HAIR
Accepts warm tones: red, orange and yellow. Rejects cool tones: blue and violet.

DAMAGED HAIR
Accepts cool tones: blue and violet. Rejects warm tones: red, orange and yellow.

- Create natural & vibrant fashion highlights
- Impart extra color intensity, additional vibrancy & lightening
- Specifically designed for off-scalp application techniques only

DIMENSIONS Shade Selection Chart

Available in 3 Shades!



.0
MUCH ADO ABOUT ALOXXI®
Natural

.31
TEMPTATION ON THE TIBER®
Gold Ash

.26
NAUGHTY IN NAPOLI®
Violet Red

Natural Level	Natural .0	Gold Ash .31	Violet Red .26
Level 8	Aloxxi 30 Volume (9%) Creme Developer		
Level 7	Aloxxi 40 Volume (12%) Creme Developer		
Level 6	Aloxxi 40 Volume (12%) Creme Developer*		
Level 5	Aloxxi 40 Volume (12%) Creme Developer*		
Level 4		Aloxxi 40 Volume (12%) Creme Developer*	
Level 3		Aloxxi 40 Volume (12%) Creme Developer*	

Note: A strand test is recommended on previously colored hair.

*30 Volume (9%) Creme Developer may be used on fine hair. A strand test is recommended.

MIXING Levels 3 - 7



Levels 8



PRE-TREATMENT

Apply ColourPrime to the hair prior to all color applications to optimize color retention.

APPLICATION

Please reference Shade Selection Chart. Apply Aloxxi DIMENSIONS. **Off-scalp** application only.

DEVELOPMENT TIME ⌚

30-45 minutes. Fine hair is more receptive to hair color; therefore less development time may be required.

REMOVAL & POST TREATMENT

Upon completion of development time, emulsify and rinse hair thoroughly with tepid water. Apply ColourLock Post-Color Finisher to cleanse and condition the hair, close the cuticle and neutralize the residual developer. Leave on for 2 minutes and then rinse. Follow with your choice of Aloxxi products.

RETOUCH APPLICATION

Apply Aloxxi DIMENSIONS to new growth area (base) only.

Aloxxi TONES Demi-Permanent Colour is recommended to refresh previously colored mid-lengths and ends.

TIPS:

- Aloxxi DIMENSIONS may be mixed with Aloxxi Boost for additional lift. Mix 1 part Aloxxi DIMENSIONS to 1 part Aloxxi BOOST to equal amounts of Aloxxi 40 Volume (12%) Creme Developer.
- Shades can be mixed together to achieve custom colors.
- Color results may be less intense on natural or previously colored dark hair.
- On previously colored hair, a strand test is recommended prior to application.
- Heat optional. Strand test recommended.

LIGHTENER

Create Luminous Blonde Tones

PRE-TREATMENT

Apply ColourPrime to the hair prior to all color applications to optimize color retention.

POWDER LIGHTENER

WHEN TO USE

- To decolorize natural or artificial color
- On or off-scalp applications
- Pre-lighten hair prior to TONES® overlay

LEVELS OF LIFT



WHITE/BLUE
Up to 7 levels



ULTRA
Up to 9 levels

ALOXXI H₂O₂ CREME DEVELOPER

WHITE/BLUE	ULTRA
ON-SCALP	ON-SCALP
7, 10 or 20 Volume	20 Volume
OFF-SCALP	OFF-SCALP
7, 10, 20, 30 or 40 Volume	20 or 30 Volume

MIXING

WHITE/BLUE

ON-SCALP 1:2 to 1:3
OFF-SCALP 1:1 to 1:3

DEVELOPMENT TIME: ⌚ up to 50 minutes

ULTRA

ON-SCALP 1:2
OFF-SCALP 1:1.5 to 1:2.5

DEVELOPMENT TIME: ⌚ up to 55 minutes

REMOVAL & POST TREATMENT

Upon completion of development time, emulsify and rinse hair thoroughly with tepid water. Apply ColourLock Post-Color Finisher to cleanse and condition the hair, close the cuticle and neutralize the residual developer. Leave on for 2 minutes and then rinse. Follow with your choice of Aloxxi products.

QUICK LIFT LIGHTENER



Step 1 + Step 2

WHEN TO USE

- To lift up to 5 levels in 15 minutes
- Off-scalp application techniques

DEVELOPER

40 Volume

MIXING

Mix 1 packette (24g) Boosting Powder with ¼ tube (15g) Ammonia-Free Lifting Cream and 30g H₂O₂ Creme Developer 40 Vol. Blend until smooth and creamy. Apply immediately after mixing to unwashed hair. **DO NOT APPLY TO SCALP.** Apply in small sections.

DEVELOPMENT TIME ⌚

- 15 minutes with low heat
- Up to 35 minutes without heat

ALOXXI CARE & STYLE PRODUCTS

HYDRATING SHAMPOO & CONDITIONER

gently cleanse and restore moisture while helping protect color from the sun by preventing UV damage and restoring hair to its youthful strength and vibrancy.

COLOUR RICH TREATMENT MASQUE

penetrates quickly to nourish, help strengthen and repair dry, parched hair, leaving it silky, soft and shiny.

VOLUMIZING SHAMPOO & CONDITIONER

with Apple Stem Cell Technology helps restore hair's vitality and elasticity while providing volume to fine hair.

CONDITIONING DETANGLER

is an emollient rich, weightless detangler that helps strengthen and revitalize hair, and protect hair color.

VOLUMIZING CLAY MASQUE

boosts volume, fullness and shine. Offers deep hydration without weighing down fine hair.

DRY SHAMPOO

absorbs excess oil and refreshes hair with no heavy residue while providing UV protection to help prevent color from fading. Now sprays drier with a refreshing fragrance of Green Apple and Herbs.



ESSENTIAL 7 OIL CLEANSING OIL SHAMPOO, TREATMENT CONDITIONER & LEAVE-IN CONDITIONING CREAM

regimen controls frizz 4x longer while restoring hydration and elasticity to dry, coarse hair.

ESSENTIAL 7 OIL RESTORATIVE HAIR SERUM

is a versatile styling serum that makes hair 3x smoother and stronger and helps all types of color treated hair achieve beautiful softness, shine and color protection.

ESSENTIAL 7 OIL DRY OIL SHINE MIST

improves shine by 87% and adds vibrancy to all hair types while nourishing and rejuvenating dull, dry hair.

NEW REPARATIVE SHAMPOO REPARATIVE CONDITIONER & REPARATIVE TREATMENT MASQUE

nourishes weak, damaged strands. Formulated with Advanced Recovery Technology™, a blend of strengthening peptides, amino acids and conditioning agents to strengthen hair by 87%.

NEW SPLIT ENDS MEND

visibly reduces split ends by 88%. This lightweight mending serum smoothes and strengthens broken, fragile hair and protects against future damage.

ALOXXI STYLE PRODUCTS

THERMAL STYLING SPRAY

gives hair the protection it needs from heat styling up to 450°. Provides medium hold and is lightweight enough to layer with other styling products before or after use.

THICKENING SERUM

is formulated with Apple Stem Cell Technology and the most advanced thickening agents to make hair fuller, thicker and stronger.

VOLUMIZING WHIP

provides soft, silky volume, defines, waves and nourishes hair while controlling frizz.

NEW STRONG HOLD MOUSSE

creates volume from base to tip that won't collapse. Lifts, sculpts and holds full-bodied styles without leaving hair sticky or crunchy.

NEW GEL WAX

delivers the control of a gel with the flexibility of a wax. This styler provides long-lasting hold and texture with a high gloss finish.

STYLING CREAM

nourishes hair, smoothes frizz and fly-aways and imparts shine without weighing hair down.



NEW MOLDING PASTE

provides flexible texture to shape and define hair with a natural finish. This combination cream, paste & wax can be re-worked throughout the day.

LIGHTWEIGHT SCULPTING WAX

transforms into a waxy balm that offers soft, pliable control and gives texture and separation.

TEXTURIZING SPRAY

helps create tousled style by providing texture and definition.

WORKING HAIRSPRAY

is a medium hold working hairspray that delivers unparalleled control with movement while providing a light shine. Now formulated to protect hair from heat styling up to 428°.

FIRM HOLD HAIRSPRAY

provides an ultra firm hold while locking in body and volume.

ALOXXI PROFESSIONAL PRODUCTS

Aloxxi offers a complete collection of easy-to-use, high-performance products to support your artistic needs.



CHROMA[®] Permanent Creme Colour



Good color starts with good condition. Aloxxi CHROMA Permanent Creme Colour ensures that hair remains gorgeous during and after the coloring process. CHROMA features CDP COMPLEX to deliver complete coverage, moisturizing conditioners and brilliant shine into every strand.



TONES[®] Demi-Permanent Colour



TONES[®] is the perfect complement to Aloxxi's CHROMA[®] Permanent Creme Colour. Formulated with CDP Complex to Condition, Deposit color and Protect the hair. This high-definition color ensures 100% saturation and healthy, shiny hair.



DIMENSIONS[®] Highlighting Colour



Create beautiful, vibrant fashion highlights in one step. Offering 1-STEP LIFT AND DEPOSIT on natural and color treated hair, proprietary CDP Complex[®] conditions hair while depositing and protecting color. Each shade is infused with Illipe Butter to improve manageability and provide superior shine while anti-oxidant rich Sunflower Seed Extract helps protect color from damaging UV rays.

COLOR SUPPORT

LIGHTENERS



Create beautiful blondes with Aloxxi LIGHTENERS. Olive Oil protects the integrity of the hair, improves combability and retains moisture in the hair while lightening. Aloxxi WHITE LIGHTENER creates natural tones, while Aloxxi BLUE LIGHTENER controls unwanted warm tones when lifting. Aloxxi ULTRA LIGHTENER lifts up to 9 levels and Quick Lift LIGHTENER lifts up to 5 levels in 15 minutes.



BLUE DEVELOPER

Provide maximum control of unwanted warmth when lightening.

COLOURPRIME PRE-COLOR TREATMENT & COLOURLOCK POST-COLOR FINISHER



Extend the life of your color with these botanically enriched treatments. Begin your service with this gentle herbal cleanser to protect the scalp and equalize porosity, and end your treatment with this finisher that cleanses, conditions, reduces hair's pH, closes the cuticle and neutralizes residual peroxide after any hair color service.

BOTANIC OIL

A blend of seven essential oils that replaces essential fatty acids lost during color services, boosts conditioning and strengthens for soft shiny hair.

BARRIER CREME

Protects the skin from staining and irritation when applied before color service.

EXTREME RECONSTRUCTOR

Repairs and strengthens extremely damaged hair.

Rx TREATMENT | 2-STEP PROFESSIONAL SYSTEM

Repair and replenish damaged hair. This treatment is the only prescription you need to strengthen and smooth dry, brittle strands. Clinically proven to significantly improve hair strength for healthy hair with movement after one use.

