

it's  
**color cool blondes**

**because being blonde**

IS A WAY TO BE, A WAY OF LIFE



**artēxo**  
CARE FOR BEAUTY



WE PRESENT  
OUR NEW

**cool blondes** COLLECTION

ELEGANT, CONTEMPORARY, ULTRA FEMININE

Every woman demands a tailor-made color to bring out her style: unique, noticed, cherished. You, as a beauty professional, know everything about it!

Color is the focus of every salon, that's why it is so important to create tailor-made services, so that every woman can feel special, unique.

**BLONDE IS A CALL THAT NEVER GOES UNANSWERED,  
IT IS A SOUGHT-AFTER INSPIRATION**

Trends today are demanding: the hairdresser needs to discover and exalt all shades of blondes, especially its coolest tones. Each shade needs to be glorified and customized, as showed by catwalks all over the world. Of course every color shines of millions of potential hues; but blonde has its special way of expressing womanliness: from platinum, to irisé, going through ash blonde and endless pearly, iridescent hues.

To enrich the color palette and give you the chance to create different, personalized heads of hair, we broadened It's Color and You|Up2 ranges, with a contemporary special collection that will increase color combinations to get wonderful final results.

# WHY IS THE **cool blondes** COLLECTION SO SPECIAL?

BECAUSE IT GIVES YOU THE CHANCE TO OFFER  
SOPHISTICATED BLONDE SERVICES TO YOUR CLIENTS

- Create elegant, wonderful, trendy cool blondes
- Intensify and give new life and light to dull blondes
- Counteract unwanted reflexes

## FOR YOU:

- 11 new **IT'S COLOR** shades
- 8 new **YOU|UP<sup>2</sup>** shades

Levels 8 to 10, cold or slightly cold reflex

With this new collection, **IT'S COLOR** cool blondes will now offer a range of:

- 33 shades (including Neutral)
- 6 super blonde + 2 ultra blonde shades
- 3 color intensifiers, 2 extra blinding creams





AMAZE  
YOUR CLIENTS WITH

**blondes**

**so cool  
so beautifying**

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COOL BLONDES COLLECTION

THE NEW SHADES

● 10.00 10NN	●● 10.11 10AA	●● 10S 10S	●● 10.81 10SA				
			● 9.81 9SA	●● 9.16 9AR		●● 9.12 9AV	●● 9 MOTHER OF PEARL
	●● 8.11 8AA		●● 8.81 8SA		● 8.02 8NV		

● it's color ● you|up<sup>2</sup>

SPECIAL SHADES FOR SPECIAL SERVICES

INTENSE ASH FAMILY



●●  
**8.11/8AA**  
Intense Ash  
Light Blonde



●●  
**10.11/10AA**  
Intense Ash  
Lightest Blonde

These shades add an intense ash undertones and neutralize orange and yellow/orange residual reflexes.  
Good grey hair coverage.

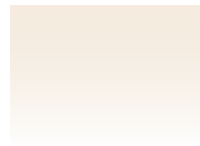
SANDY ASH FAMILY



●●  
**10.81/10SA**  
Lightest Sand  
Ash Blonde



●  
**9.81/9SA**  
Very Light Sand  
Ash Blonde



●●  
**8.81/8SA**  
Light Sand  
Ash Blonde

These shades add a cold beige reflex and soften golden ones.  
Good grey hair coverage.

## SPECIAL SHADES FOR SPECIAL SERVICES

### IRIDESCENT FAMILY



●●  
**9.12/9AV**

Very Light Irisé Ash Blonde

This shade adds an irisé ash reflex and neutralizes golden ones.  
Fair grey hair coverage.

### PURPLE PEARL FAMILY



●●  
**9**

Mother of Pearl

This shade adds an irisé - pearl reflex and neutralizes golden ones.  
Good grey hair coverage.

### CHROMA FAMILY



●●  
**9.16/9AR**

Very Light Red Ash Blonde

This shade adds a natural red ash reflex.  
Fair grey hair coverage.

### IRISÉ FAMILY



●  
**8.02/8NV**

Light Irisé Natural Blonde

This shade adds a natural irisé reflex and neutralizes golden ones.  
Good grey hair coverage.

### COLD NATURAL FAMILY



●  
**10.00/10NN**

Lightest Cold Blonde

This shade expresses a cold intense reflex, of Northern European taste.  
Great grey hair coverage.

### SAND FAMILY



●●  
**10S/10S**

Lightest Sand Blonde

This shade adds a beige reflex and softens light golden ones.  
Good grey hair coverage.

MADE IN ITALY 100% RENEWABLE ENERGY 100% FSC PAPER

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