



— COLOR MANUAL —

WILD COLOR™

— PRECISION DYE TECHNOLOGY —

SPECIAL HELICHRYSUM ITALICUM & OIL EDITION

ARGAN • OLIVE • JOJOBA



— PRINCIPLES OF COLORIMETRY —

PRIMARY COLORS

Primary colors are the root of every other color. When combined, other colors are formed.

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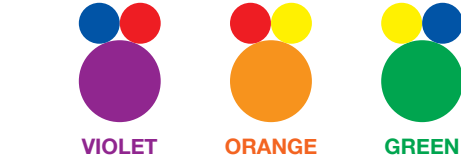


3 primary colors of the same proportion generate a neutral color.

SECONDARY COLORS

Secondary colors are the result of mixing two Primary colors.

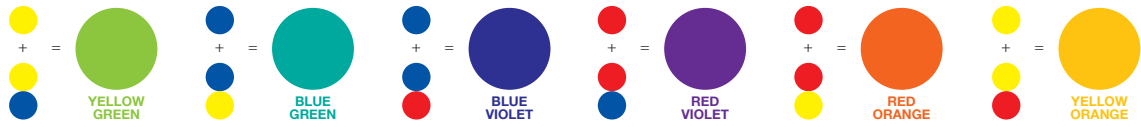
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TERTIARY COLORS

Tertiary colors is the resulting color formed when an equal amount of a primary and a secondary color are mixed.

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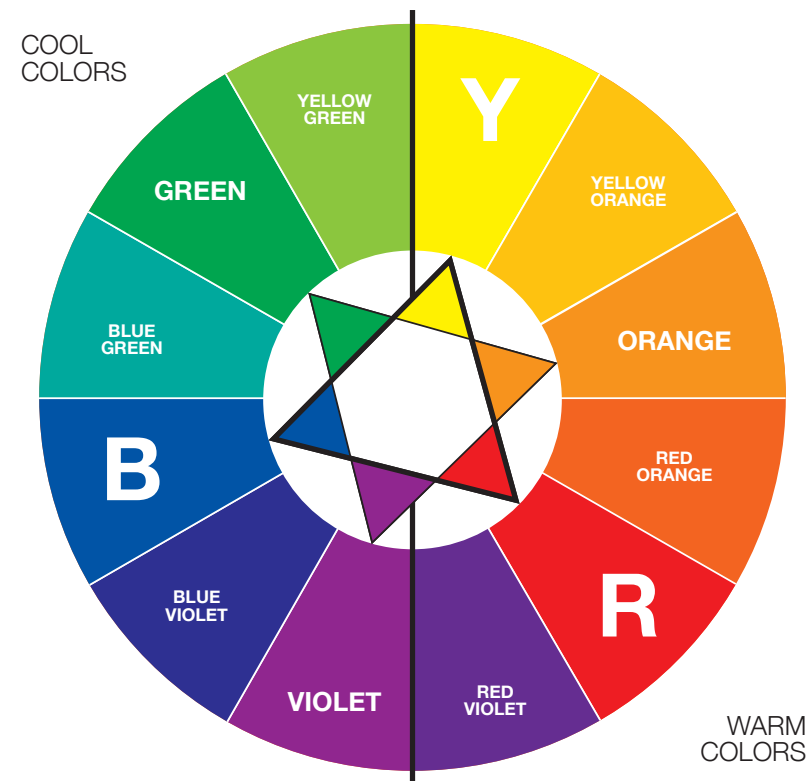
COMPLEMENTRY COLORS OR COLOR CONTRAST

When a primary color and a secondary color, on opposite sides of the color wheel, are mixed together, they are considered complementary colors. The further away the colors are from each other, the higher the contrast, causing the colors to neutralize.

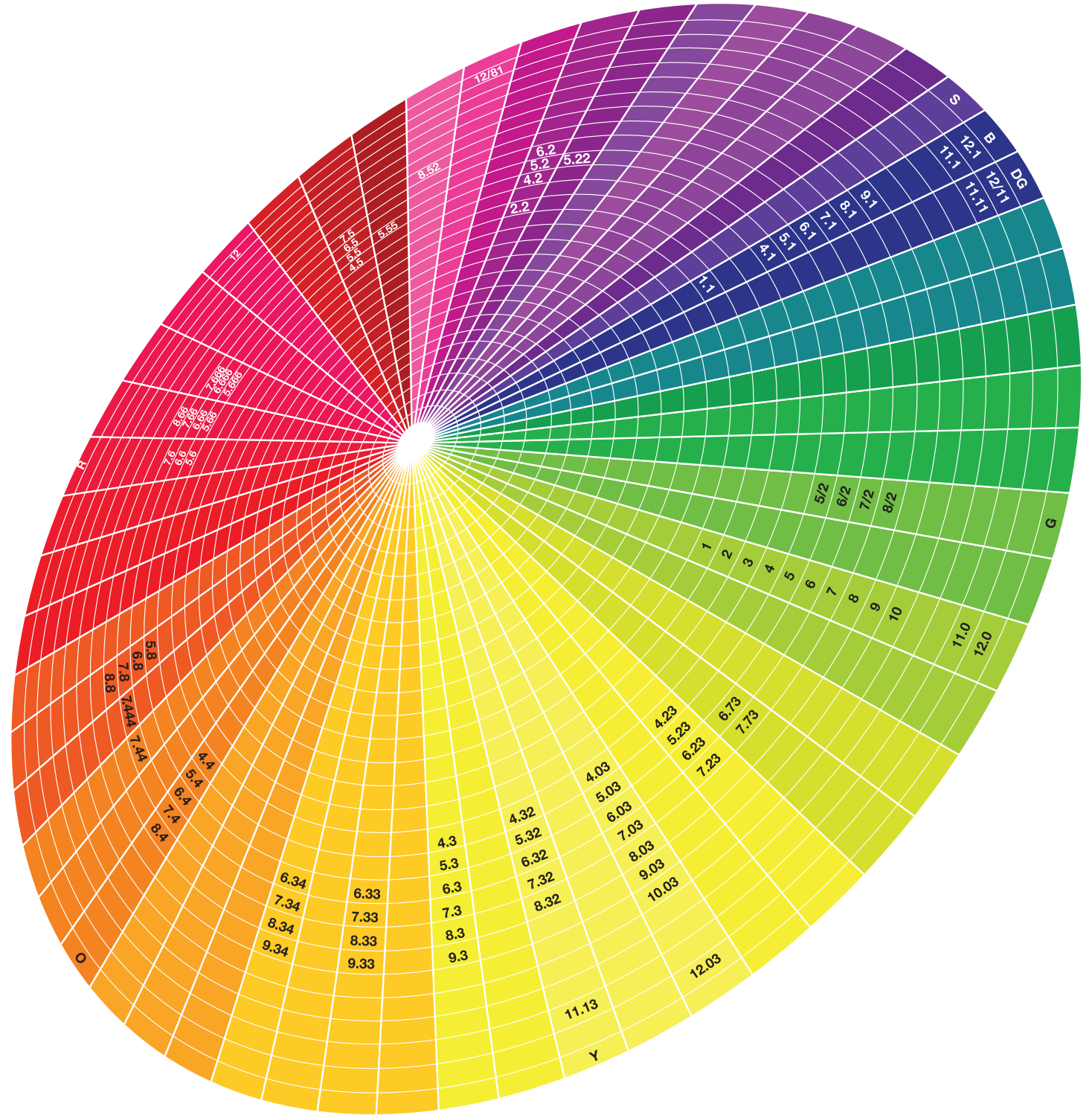
When a primary color and a secondary color, on opposite sides of the color wheel, are mixed together, they are considered complementary colors. The further away the colors are from each other, the higher the contrast, causing the colors to neutralize.



———— THE COLOR WHEEL ————



———— A NEWTON DISC ————



NUMBERING SYSTEM



7.34

DEPTH
OF
COLOR

PRIMARY
REFLECT

SECONDARY
REFLECT

LEVEL & SHADE

NATURAL COLORS

- 1N BLACK
- 2N DARKEST BROWN
- 3N DARK BROWN
- 4N BROWN
- 5N LIGHT BROWN
- 6N DARK BLONDE
- 7N BLONDE
- 8N LIGHT BLONDE
- 9N VERY LIGHT BLONDE
- 10N PLATINUM BLONDE

REFLEX COLORS & SERIES CHART

- 1/A ASH
- 11/AA INTENSIVE ASH
- 2/V VIOLET
- 22/VV INTENSIVE VIOLET
- 3/G GOLD
- 33/GG INTENSIVE GOLD
- 4/C COPPER
- 44/CC INTENSIVE COPPER
- 5/M MAHOGANY
- 55/MM INTENSIVE MAHOGANY
- 6/R RED
- 66/RR INTENSIVE RED
- 7/CB COOL BROWN
- 8/WB WARM BROWN

THE REVOLUTION OF COLOR

WILD COLOR is presented in a format of 180 ml, it has a dilution ratio of 1:2, when mixed with 360 ml of a **WILD COLOR** oxidizing emulsion in cream, it allows you to attain 540 ml of a complete product, giving approximately 6 applications of hair dye.

WILD COLOR has ultra-modern colors, which offers the possibility to choose from a large quantity of **206 shades, including a unique world-class range of 10 natural colors with 86 nuances**. So without having to mix the color nuances, any natural coloration needed can be restored.

There is a wide range of 86 fashionable shades to choose from, and are formulated to 100% grey coverage.

The extremely high standards of production enable a control of the pigments, which has never been achieved before. The colors of **WILD COLOR** are designed to have a **balanced stoichiometricalley formula**. Professional users are guaranteed safety and quality, in addition **WILD COLOR** is prepared for the strictest regulations in the world.

Furthermore, following the global development, which continuous to increase in allergies and sensitization, it has become necessary to create specific color lines:

• 5 FASHIONALBLE COLORS ALL FREE

Without PPD, Ammonia, Resorcina e Paraben

• 18 FASHIONABLE COLORS AMMONIA FREE

Without Ammonia

• 7 INTENSIVE DIRECT COLORS

Room for imagination

• 4 SPECIAL COLORS FOR MAN

Studied for men's needs

LEVEL	SHADE NAME	DOMINANT PIGMENT		NEUTRALIZING BASE	
1	BLACK	BLUE			
2	DARKEST BROWN	BLUE/VIOLET			
3	DARK BROWN	VIOLET			
4	BROWN	RED/VIOLET			
5	LIGHT BROWN	RED			
6	DARK BLONDE	RED/ORANGE			
7	BLONDE	ORANGE			
8	LIGHT BLONDE	YELLOW/ORANGE			
9	VERY LIGHT BLONDE	YELLOW			
10	LIGHTEST BLONDE	PALE YELLOW			

10 NATURAL HAIR COLORS

N/O	1		3	4	5
N/W		2	3	4	5
N/S	1		3	4	5
N/G		2	3	4	5
N/A	1	2	3	4	5
N/M		2	3	4	5
N/R			3	4	5
AMMONIA FREE NO AMMONIA	1	2	3	4	5
ALL FREE NO PPD NO AMMONIA NO RESORCINA	1	2	3	4	5
DIRECT NATURALS	1				5

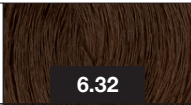
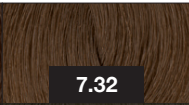
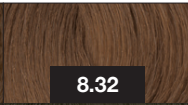
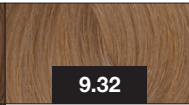
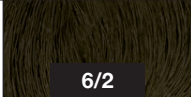

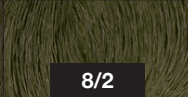
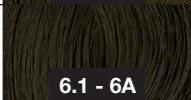



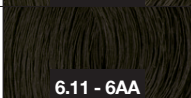
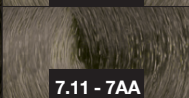


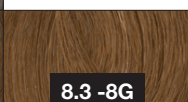

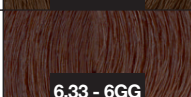







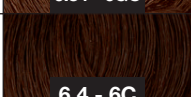



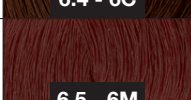
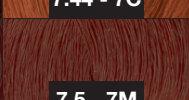
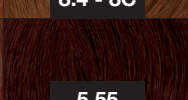
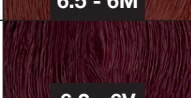
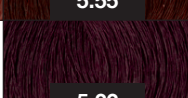
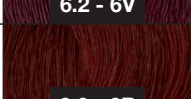

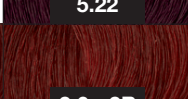

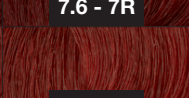
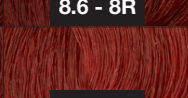
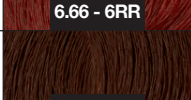
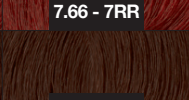
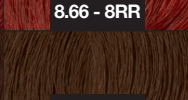
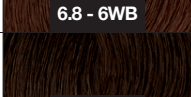
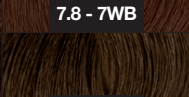
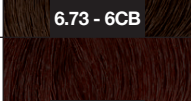
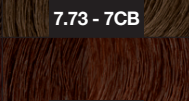
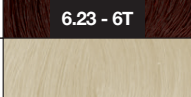
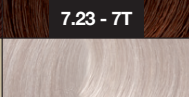







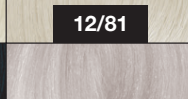
WILD COLOR™

N/O	6	7	8	9	10
N/W	6	7	8	9	10
N/S	6	7	8	9	
N/G	6	7	8	9	10
N/A	6	7	8	9	10
N/M	6	7	8	9	10
N/R	6	7	8	9	
AMMONIA FREE NO AMMONIA	6	7	8	9	10
ALL FREE NO PPD NO AMMONIA NO RESORCINA	6	7	8	9	10
DIRECT NATURALS	6	7	8		


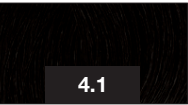
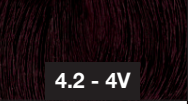
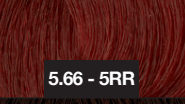
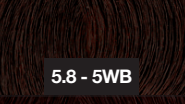
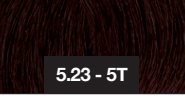
SHADES

BEIGE					5.32
MATT			4/2		5/2
ASH			4.1		5.1 - 5A
INTENSIVE ASH SPECIAL MAN			4.11 - 4AA		5.11 - 5AA
GOLDEN			4.3 - 4G		5.3 - 5G
INTENSIVE GOLDEN					
GOLDEN COPPER					
COPPER			4.4 - 4C		5.4 - 5C
MAHOGANY			4.5 - 4M		5.5 - 5M
VIOLET			4.2 - 4V		5.2 - 5V
RED	1.6 - 1R		4.6 - 4R		5.6 - 5R
INTENSIVE RED					5.66 - 5RR
WARM BROWN					5.8 - 5WB
COOL BROWN					
TABACCO			4.23 - 4T		5.23 - 5T
SUPERLIFT SERIES	11.0	11.1	11.11	11.3	11.13
SPECIAL INTENSIFIERS	Y	O	R	V	B

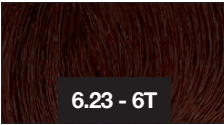



WILD COLOR™

BEIGE	 <div>6.32</div>	 <div>7.32</div>	 <div>8.32</div>	 <div>9.32</div>	
MATT	 <div>6/2</div>	 <div>7/2</div>	 <div>8/2</div>		
ASH	 <div>6.1 - 6A</div>	 <div>7.1 - 7A</div>	 <div>8.1 - 8A</div>	 <div>9.1 - 9A</div>	
INTENSIVE ASH SPECIAL MAN	 <div>6.11 - 6AA</div>	 <div>7.11 - 7AA</div>			
GOLDEN	 <div>6.3 - 6G</div>	 <div>7.3 - 7G</div>	 <div>8.3 -8G</div>	 <div>9.3 - 9G</div>	
INTENSIVE GOLDEN	 <div>6.33 - 6GG</div>	 <div>7.33 - 7GG</div>	 <div>8.33 - 8GG</div>	 <div>9.33 - 9GG</div>	
GOLDEN COPPER	 <div>6.34 - 6GC</div>	 <div>7.34 - 7GC</div>	 <div>8.34 - 8GC</div>	 <div>9.34 - 9GC</div>	
COPPER	 <div>6.4 - 6C</div>	 <div>7.44 - 7C</div>	 <div>8.4 - 8C</div>	 <div>9.4 - 9C</div>	
MAHOGANY	 <div>6.5 - 6M</div>	 <div>7.5 - 7M</div>	 <div>5.55</div>		
VIOLET	 <div>6.2 - 6V</div>		 <div>5.22</div>		
RED	 <div>6.6 - 6R</div>	 <div>7.6 - 7R</div>	 <div>8.6 - 8R</div>		
INTENSIVE RED	 <div>6.66 - 6RR</div>	 <div>7.66 - 7RR</div>	 <div>8.66 - 8RR</div>		
WARM BROWN	 <div>6.8 - 6WB</div>	 <div>7.8 - 7WB</div>	 <div>8.8 - 8WB</div>		
COOL BROWN	 <div>6.73 - 6CB</div>	 <div>7.73 - 7CB</div>			
TABACCO	 <div>6.23 - 6T</div>	 <div>7.23 - 7T</div>			
SUPERLIFT SERIES	 <div>12.0</div>	 <div>12.1</div>	 <div>12.3</div>	 <div>12/11</div>	 <div>12/81</div>
SPECIAL INTENSIFIERS	 <div>G</div>	 <div>S</div>	 <div>DG</div>	 <div>BB</div>	 <div>C</div>

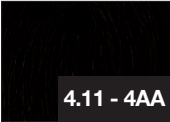
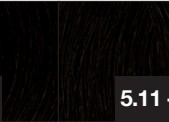
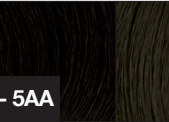

AMMONIA FREE

ASH		
GOLDEN		
GOLDEN COPPER		
COPPER		
MAHOGANY		
VIOLET		
INTENSIVE RED		
WARM BROWN		
TABACCO		
SUPERLIFT SERIES		
SPECIAL INTENSIFIERS		

ALL FREE

				
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SPECIAL MAN

			
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WILD COLOR™

ASH			
GOLDEN			
GOLDEN COPPER			
COPPER			
MAHOGANY			
VIOLET			
INTENSIVE RED			
WARM BROWN			
TABACCO			
SUPERLIFT SERIES			
SPECIAL INTENSIFIERS			

INTENSE COLORS

WILD COLOR™
VOLUME CREAM DEVELOPERS



WILD COLOR developer is the perfect complement for **WILD COLOR** hair color. A formulated cream rich in emollients, easy to apply, reduced in skin sensitization and overall an excellent cosmetic result.

BASE CHOICE OF VOLUME CREAM DEVELOPERS

5 VOL. (1,5%)	FOR REPIGMENTATION TONE ON TONE
10 VOL. (3%)	FOR DARKEN TONE ON TONE
20 VOL. (6%)	FOR SAME LEVEL 1 LEVEL OF LIFT
30 VOL. (9%)	FOR 2/3 LEVEL OF LIFT SUPERLIGHTENERS /BLEACH
40 VOL. (12%)	FOR 3/4 LEVEL OF LIFT SUPERLIGHTENERS /BLEACH

GREY HAIR COVERAGE

All the nuances of **WILD COLOR** are formulated to cover 100% of greys, therefore it is not necessary to mix the nuances of **WILD COLOR** with natural based colors.
If there is a visibility of grey hair due to a result of poor coverage, proceed with repigmentation or reduce the dilution ratio from 1:2 to 1:15.





BE
YOURSELF
BE
WILD



WILD COLOR™

THE
REVOLUTION
OF COLOR

WILDWORLDHAIR
MILANO
MADE IN ITALY

www.wildworldhair.com