

RE_COLOR

PHYTO COLOR REGENERATION

NO AM PERMANENT CREAM COLOR

No Ammonia_No PPD_No Resorcinol



100%
Vegan Formula



Dermatologically
Tested

PHYTO ACTIVE



with Certified BiEau®
Actif Red Algae



with Elaya Renova™
with encapsulated cell oil

artēxo
CARE FOR BEAUTY

THE RE_COLOR PHILOSOPHY

RE_COLOR

PHYTO COLOR REGENERATION

Begin your journey toward your identity.
Courageously, never losing confidence.
Life gives us wonderful opportunities,
get wrapped up in them.
Catch them.
With care.
Sometimes you simply need a color.

Reveal Your Identity

WOMEN ARE LOOKING FOR A PLACE WHERE THEY CAN FIND THEMSELVES.

When a woman enters a salon, covering grey hair is not her only desire.

Make the most of her beauty, communicate her way of being visible, enhance her uniqueness.

These are the true desires of those seeking hair coloring.

Ban standardized and endorsed results. Every woman is unique. And now she knows it.

HAIR COLORING: RESEARCH SAYS THAT WHAT MATTERS IS THE OUTCOME.

Desires do not end here.

Customers today have extremely high expectations and are no longer willing to compromise.

What they demand from a hair color:

- **LASTING DURATION**
- **NATURAL RESULT**
- **SHINY HAIR**
- **GREY HAIR COVERAGE**
- **GENTLENESS ON THE SCALP**
- **COSMETICITY FOR THE HAIR STRUCTURE**
- **ENVIRONMENTAL SUSTAINABILITY**

And they ask all of this by possibly **having a sensory experience of well-being.**

A good challenge. Which we accepted.

A THOUSAND QUESTIONS. ONE ANSWER.

How to meet the growing demands of an increasingly discerning clientele?

With a new high-quality professional product formulated with 100% vegan ingredients, so effective that it has the **perks of professional hair coloring with ammonia, but it is formulated without ammonia!**

*The challenge for a growing salon:
know how to surprise customers,
exceeding their expectations.*

Always.

KNOW - THE LINE AT A GLANCE

RE_COLOR

PHYTO COLOR REGENERATION



ARTÈGO PRESENTS:

RE_COLOR PHYTO COLOR REGENERATION

RE_COLOR is the new permanent hair color system formulated by Artègo Laboratories that revolutionizes the way hair is colored, lightened and regenerated in the ammonia-free color market.

Performing, regenerative, fragrant.

RE_COLOR: EXTRAORDINARY PERFORMANCE

RE_COLOR NO AM PERMANENT CREAM COLOR innovative formula allows for deep coloring of the hair fiber, for **100% grey hair coverage**, comparable to ammonia colors.

BEAUTY PERFORMANCE

REGENERATE WHILE COLORING: THE NEW EXTRA SERVICE WITH **NUTRI PLEX**.

When coloring is not enough because the hair is damaged, **NUTRI PLEX** may be the winning solution. Mixed with OXY and color, it gives the hairdresser the ability to **color and regenerate the lengths while carrying out the color service on the base.**

KNOW - THE LINE AT A GLANCE

*Fulfilling the desire of every woman
who, looking in the mirror, can say:*

Yes, that's me!

PHYTO TECHNOLOGY

THE SKILLFUL SYMBIOTIC BUILD-UP OF CHEMICAL FORMULAS AND TECHNICAL-PROFESSIONAL RESULTS

PHYTO

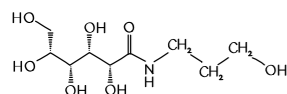
THE KEY INGREDIENTS FOR HAIR CARE AND BEAUTY



BiEau®
Actif Red Algae



Elaya Renova™



fiberHance™



Rice Bran Oil

CARE AND PROTECTION

1. **100% VEGAN FORMULA**
2. **GLUTEN TESTED CERTIFIED COLOR** to offer the utmost regard toward emerging intolerances
3. **PLANT-DERIVED SURFACTANTS** to ensure stability, softness and pleasantness during the application
4. **DYE MOLECULES** with well-defined molar ratios for maximum color vibrancy and caution toward allergies
5. **FORMULATED WITHOUT AMMONIA, PARAPHENYLENEDIAMINE (PPD) AND RESORCINOL**
6. **BiEau® Actif Red Algae CELLULAR WATER COMPLEX**, nourishing, protective and anti-aging for hair and scalp
7. **HYDRO-LIPID FRACTION OBTAINED FROM THE STEM CELLS OF WILD OLIVE PLANT:** the protective, strengthening and regenerating **Elaya Renova™**
8. **PATENTED fiberHance™**, fortifying, thickening and reconstructive solution, specifically for treated hair
9. **OLEIC ACID DERIVATIVES OF RICE BRAN OIL**, nourishing, moisturizing and with antioxidant UV protective action

TECHNOLOGY

RESEARCH, SCIENCE, TECHNOLOGY FOR GREAT COSMETIC AND PROFESSIONAL PERFORMANCES

BEST PERFORMANCE

RE_COLOR OFFERS 11 COLOR FAMILIES FOR A GRAND TOTAL OF 44 SHADES, FOR CUSTOMIZABLE COLOR SERVICES.

1. In the Salon, each coloring service is accompanied by a **VERY PLEASANT VANILLA AND RED FRUIT FRAGRANCE** for a sensory experience of well-being
2. **GREAT GREY HAIR COVERING PERFORMANCE** that reaches the high standards of ammonia coloring
3. **SPECIAL BLONDE** shades are able to **LIGHTEN UP TO MORE THAN 4 LEVELS**, as any ammonia color
4. **FASHION SHADES OFFER AN OPTIMUM GREY HAIR COVERAGE PERFORMANCE.** They can be used **ALONE** or **BY REDUCING** the mixing ratio with natural shades .0|N to a **MINIMUM**, to promote maximum color vibrancy on lengths and roots
5. **NUTRIPLEX** is a cosmetic additive that can only be used if mixed with RE_COLOR, formulated to **RESTRUCTURE TREATED HAIR WHILE COLORING.** This allows the hairdresser to carry out regenerating and coloring services during developing time, while the color is on the roots or while a toning service is in progress.
6. Services certified by **DERMATOLOGICAL TESTS** to highlight that the professional performance is guaranteed by a formula that is also gentle on the scalp
7. **The 1:1.5 mixing ratio makes it possible to optimize the amount** of product used for each service
8. **The 1:1.5 mixing ratio makes it possible to limit the quantity of MEA** on the scalp, for maximum gentleness
9. **The 1:1.5 mixing ratio with the alkalizer element makes sure the result is better** on lengths and tips, compared to the classical 1:1 mixing ratio

PLUS

1. 100% GREY HAIR COVERAGE
2. LIGHTENS UP TO MORE THAN 4 LEVELS WITH SPECIAL BLONDE SHADES
3. RESPECT OF THE SCALP CERTIFIED BY DERMATOLOGICAL TESTS
4. HAIR STRUCTURAL IMPROVEMENT
5. BRILLIANT AND DURABLE RESULTS
6. PERFECT BALANCING OF COLOR BASE AND REFLEXES
7. REPRODUCIBILITY OF RESULTS
8. SIMPLICITY OF USE
9. MULTIBENEFIT & MULTI-SERVICE THANKS TO NUTRIPLEX
10. ENVELOPING AND PLEASANT FRAGRANCE FOR WELLNESS EXPERIENCES IN THE SALON



PHYTO TECHNOLOGY THE KEY INGREDIENTS FOR HAIR CARE AND BEAUTY

RED SEAWEED, THE GLOBAL ANTI-AGING SECRET FOR HAIR.

Plants naturally use and bind water to their cells as a survival mechanism. This cellular water, or plant essence, offers the opportunity to harness a nutritional and isotonic solution that can replenish the hair and scalp.

The formula of RE_COLOR is enriched with the valuable active ingredient **BiEau® Actif Red Algae**. It is a sustainably sourced cellular water complex of red algae designed to promote an isotonic environment that reduces inflammation, fights scalp disorders and aging.

Why a seaweed?

Microalgae, which have survived millions of years of extreme conditions such as dryness, high salt concentration and sunlight, contain the biochemical secrets for the production of **one of nature's most powerful antioxidants: astaxanthin**.

This red pigment is synthesized to maintain healthy plant DNA when the plant is under stressful conditions.

Therefore **RE_COLOR's** formula, enriched with **BiEau® Actif Red Algae**, not only promotes the healthy balance of hair and scalp, but has an intensive **active action against aging of the entire hair structure**.

MULTI BENEFIT

- ANTIOXIDANT
- ANTI-AGING
- ANTI-INFLAMMATORY
- NOURISHING
- SOOTHING



BiEau®
Actif Red Algae

fig.01
Olive plant

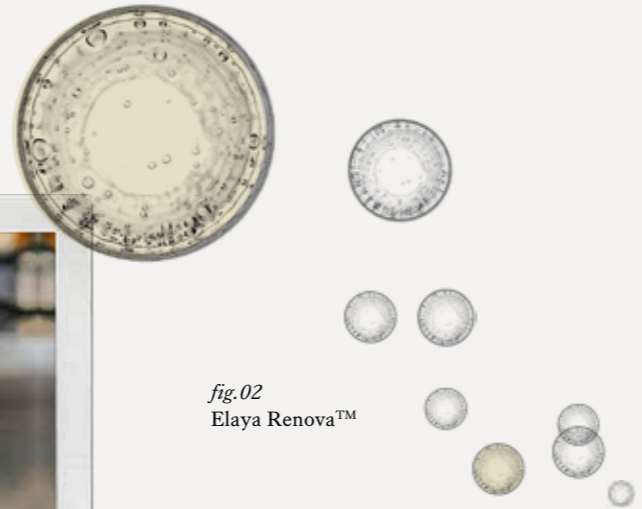
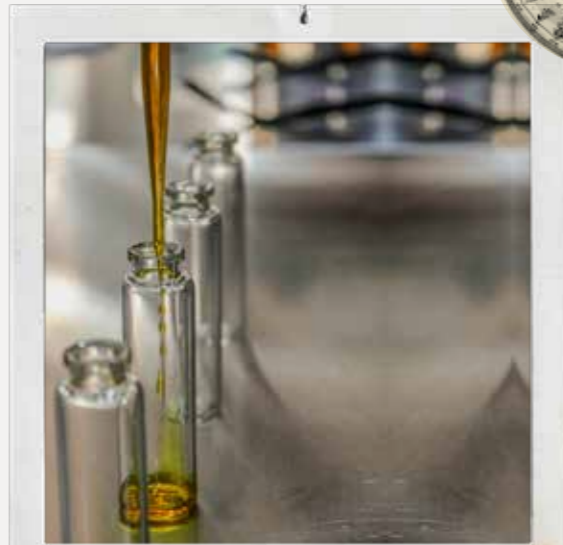


fig.02
Elaya Renova™

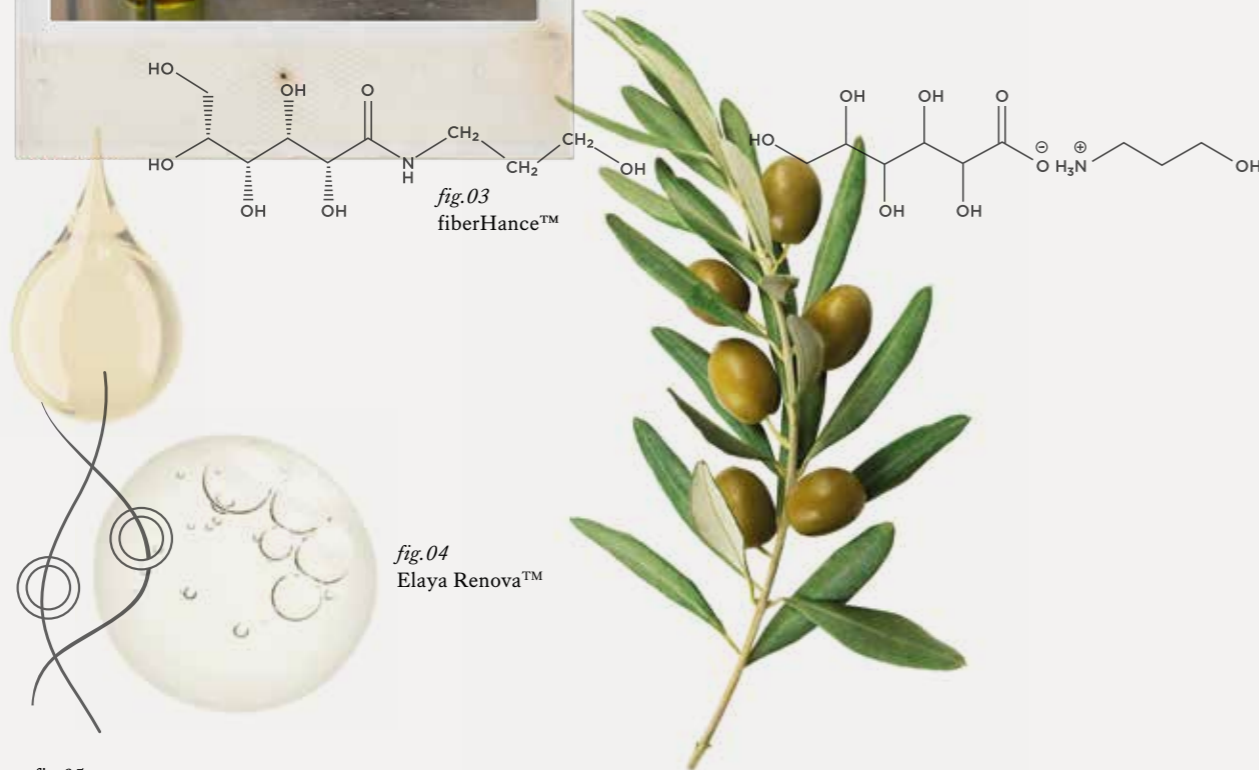


fig.05
Elaya Renova™
Encapsulated
Biomolecular Olive Oil

ELAYA RENOVA™, THE NATURAL REGENERATIVE SOLUTION WITH A WOW EFFECT.

THE GREAT ALLY THAT MAKES NUTRIPLEX SO EXTRAORDINARY IS ELAYA RENOVA™.

It is a phyto-lipid fraction derived from stem cells of the **wild olive tree**, recognized for its resilience and longevity. **Elaya Renova™** works on a biomolecular level on the integrity of the hair, holistically, targeting all its components: outer shaft, follicle and scalp.

Its mechanism of action protects the hair and scalp by counteracting protein carbonylation and oxidation caused by stress and heat, restructuring and strengthening the hair from within and improving its appearance, volume, combability, softness and hydration.

MULTI-EFFECTIVENESS THAT IS GOOD FOR YOU AND THAT MAKES YOU BEAUTIFUL.

1. Counteracts discoloration and color fading in treated hair
2. Strengthens the structure and thickness of the hair.
3. Protects the hair from damage caused by UV rays and high temperatures (230°C).
4. Maintains the integrity of the hair and scalp.
5. Antioxidant, gives bright, vibrant and even color for a long time.
6. Aesthetic refinement with its periodic use in the salon.

The result?

Hair looks healthier, softer, stronger, very shiny, hydrated and full of volume.



with
encapsulated cell oil

RE_COLOR

PHYTO COLOR REGENERATION

44 COLOR CREAMS MIXABLE AMONG THEM*



11 COLOR FAMILIES

NO AM PERMANENT CREAM COLOR

Ammonia-free coloring cream available in 44 shades that can be mixed together*

*(excluding with Special Blonde)



MAKE THE DIFFERENCE
With Care.

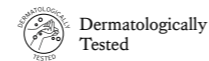
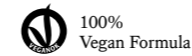
YOU CAN
Always



4 OXY COLOR ACTIVATORS

VOLUMES (10) (20) (30) (40)

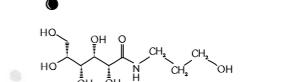
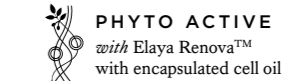
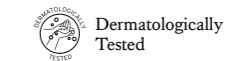
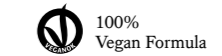
Cosmetic Oxidizing Cream available in 4 volumes



NUTRI PLEX

CARE ADDITIVE

Cosmetic lengths additive formulated to be used in a mixture with RE_COLOR





RE_COLOR

PHYTO COLOR REGENERATION

RE_COLOR NO AM PERMANENT CREAM COLOR

No Ammonia_No PPD_NO Resorcinol

RE_COLOR, THE STRUCTURE OF ITS FORMULA:

The creamy texture perfectly conveys the coloring pigments and valuable active ingredients. It contains highly biodegradable plant-derived self-emulsifiers that provide stability and emollience and which, together with naturally derived fatty alcohols, give the cream a pleasant appearance and ensure an easy application.

The formula is enriched with a cellular water complex, **BiEau® Actif Red Algae**, sustainably sourced from red algae and the strongly protective **Rice Bran Oil**.

The **coloring molecules** have been carefully selected and undergo continuous quality tests to ensure formulas with well-defined molar ratios among the molecules involved, in order to use only the pigments necessary for coloring, avoiding allergies, color overlapping or dull results.

RE_COLOR respects the scalp and takes care of the hair structure, ensuring bright and long-lasting color results.

The **RE_COLOR PHYTO COLOR REGENERATION** coloring system offers 43 shades + 1 CLEAR that can be used with 4 OXY Oxidizing Creams and NUTRIPLEX, a Cosmetic Additive used to carry out a hair restructuring treatment while coloring.

The use of RE_COLOR is simple, practical and pleasant, the mixing ratio is 1:1.5

Mixing EXAMPLE: 40 g RE_COLOR 6.0|6N + 60 g OXY

11 COLOR FAMILIES FOR 43 SHADES + 1 CLEAR

Guaranteed results are achieved by following a few simple usage tips and always matching the selected RE_COLOR shade to its OXY activators in the 1:1.5* mixing ratio.

The name of each family was chosen to make the reflex intuitive.

*Except for Special Blonde for which it is 1:2

MIXING RATIO 1:1,5*

- Increased color performance
- More cosmetic results
- Decreased quantity of MEA on the scalp

FUNCTIONAL & CARE CHARACTERISTIC

Scent of vanilla flavored fruits

100%
Vegan Formula

Dermatologically
Tested

Gluten Tested

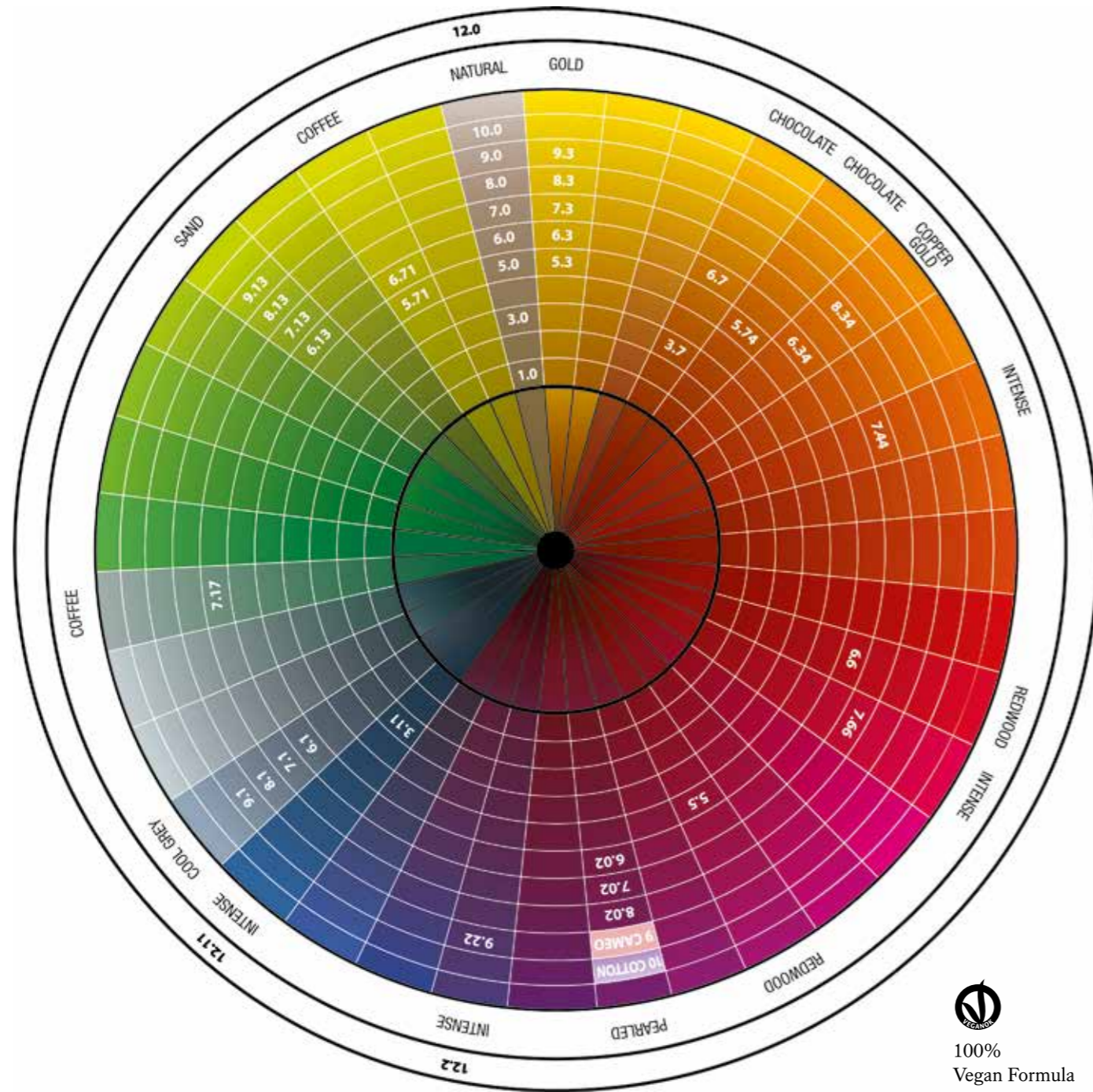
PHYTO ACTIVE



with Certified BiEau®
Actif Red Algae



with Rice Bran Oil



100%
Vegan Formula



Dermatologically
Tested

No Ammonia
No PPD
No Resorcinol

COLOR: HOW TO READ LEVEL AND REFLEX AND GREY HAIR COVERING ABILITY

RE_COLOR, like all Artēgo colorations, is presented with the dual reading code European - USA; this favors the reading of level and reflex of each shade IN ALL COUNTRIES of use. Thanks to this system recognizing the shade will be simple and intuitive for every hairdresser

5.74| 5MC

5= LEVEL

7|M= PRIMARY REFLEX

4|C = SECONDARY REFLEX

LEVEL	REFLEX	% GREY HAIR COVERAGE
1 BLACK	.0 N NATURAL	100%
3 DARK BROWN	.1 A ASH	100%
5 LIGHT BROWN	.11 B BLUE	100%
6 DARK BLONDE	.3 G GOLD	80%
7 BLONDE	.13 S SAND	80%
8 LIGHT BLONDE	.02 NV NATURAL VIOLET	80%
9 VERY LIGHT BLONDE	.22 VV INTENSE VIOLET	80%
10 LIGHTEST BLONDE	.71 MA COFFEE	80%
12 SPECIAL BLONDE	.17 AM COFFEE	80%
	.7 M CHOCOLATE	80%
	.74 MC CHOCOLATE	80%
	.44 INTENSE COPPER	80%
	.34 GC GOLDEN COPPER	80%
	.5 RM AUBURN	80%
	.6 R RED	80%
	.66 RR INTENSE RED	80%

CLEAR

This shade makes the use of the other 43 shades in the color chart even broader and more creative. It dilutes the concentration of the pigments and the alkalizer of the shades with which it is mixed according to the mixing ratio: this will promote greater hair cosmeticity and a more delicate color result. Its formula is enriched with **BiEau® Actif Red Algae**, and consists of the carrier cream base, without pigments or alkalizer.

Mixing Example: 25 g RE_COLOR shade + 25 g CLEAR + 75 g OXY will result almost a level higher than the mixed shade.

INTENSE

The INTENSE series consists of intense shades and can be used to:

- Create vibrant colors on grey or bleached hair
- Liven up the pre-existing color giving a fashionable result
- Neutralize or counteract an unwanted reflex

SPECIAL BLONDE

Special Blonde series level 12, when mixed with OXY 40 volumes, lightens virgin hair up more than 4 levels. For best results always mix RE_COLOR Special Blonde with its OXY 40 volumes (12%) oxidizing cream in the 1:2 ratio. Special Blonde: 55' developing time.

Mixing Example: 50 g of Special Blonde + 100 g of OXY 40 Volumes.

RE_COLOR
PHYTO COLOR REGENERATION



NATURAL
.0|N
1.0 | 1N 7.0 | 7N
3.0 | 3N 8.0 | 8N
5.0 | 5N 9.0 | 9N
6.0 | 6N 10.0 | 10N



COOL GREY
.1|A
6.1 | 6A
7.1 | 7A
8.1 | 8A
9.1 | 9A



COFFEE
.71|MA - .17|AM
5.71 | MA
6.71 | MA
7.17 | AM



CHOCOLATE
.74|MC - .7|M
5.74 | 5MC
3.7 | 3M
6.7 | 6M



GOLD
.3|G
5.3 | 5G
6.3 | 6G
7.3 | 7G
8.3 | 8G
9.3 | 9G



COPPER GOLD
.34|GC
6.34 | 6GC
8.34 | 8GC

11 COLOR FAMILIES_43 SHADES + 1 CLEAR



REDWOOD
.5|RM - .6|R
5.5 | 5RM
6.6 | 6R



SAND
.13|S
6.13 | 6S
7.13 | 7S
8.13 | 8S
9.13 | 9S



PEARLED
.02|NV
6.02 | 6NV
7.02 | 7NV
8.02 | 8NV
9 CAMEO
10 COTTON



INTENSE
3.11|3B
7.44 | 7CC
7.66 | 7RR
9.22 | 9VV



SPECIAL BLONDE
12.0 | 12N
12.2 | 12V
12.11 | 12B



CLEAR



RE_COLOR

PHYTO COLOR REGENERATION

4 OXY COLOR ACTIVATORS

OXY

PHYTO PEROXIDE

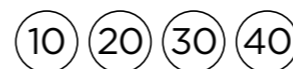


Oxidizing cream enriched with certified **BiEau® Actif Red Algae** active and **Rice Bran Oil**, with protective, cosmetic, brightening and soothing action.

RECOMMENDATIONS FOR USE

APPLICATION: on dry, unwashed hair.
 DEVELOPING TIME OF THE COLOR MIX ON THE HAIR: 25' to 55'.
 RINSING: lather and rinse once developing time is over. Afterwards, carry out specific cleansing and conditioning.

VOLUMES



10 Vol. (3%) for depositing and lightening up to 1 level
 20 Vol. (6%) for coverage and lightening up to 2 levels
 30 Vol. (9%) for coverage and lightening up to 3 levels
 40 Vol. (12%) for lightening up to 4 levels
 (beyond 4 levels with the Special Blonde series)

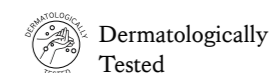
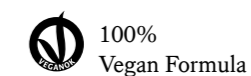
*except for Special blonde shades, for which it is 1:2

MIXING RATIO 1:1,5*

- Increased color performance
- More cosmetic results
- Decreased quantity of MEA on the scalp

FUNCTIONAL & CARE CHARACTERISTIC

Scent of vanilla flavored fruits



PHYTO ACTIVE



with Certified BiEau®
Actif Red Algae



with Rice Bran Oil



RE_COLOR

PHYTO COLOR REGENERATION

LENGTHS BEAUTIFIER

NUTRI PLEX

CARE ADDITIVE



without NUTRI PLEX

with NUTRI PLEX

Specific restructuring additive for the treatment of lengths, to be used only with OXY 10 volumes. Formulated to work synergistically with all RE_COLOR NO AM PERMANENT CREAM COLOR shades (excluding Special Blonde ones), it allows for exclusive hair restructuring treatments that are integrated with coloring services. Thanks to the valuable active ingredient **Elaya Renova™** with Encapsulated Oil, it revitalizes while coloring by recreating and enhancing the shine, softness and hydration of treated or sensitized hair. The use of NUTRI PLEX is not recommended in grey hair coverage services.

Treatments with RE_COLOR and the Nutriplex additive, if constantly repeated, regenerate the hair by protecting it from UV rays and high temperatures and prolonging the durability and beauty of the color. The mixing ratio of color cream and OXY, even with the use of NUTRI PLEX, always remains 1:1.5: (E.g. 1 part of cream color + 1,5 parts of OXY 10 vol. + the amount of NUTRI PLEX chosen according to the diagnosis).


VARIABLE MIXING RATIO

It can only be used with OXY 10 Volumes

- Hair structural improvement
- Counteracts color fading and loss
- Bright and vibrant color
- UV and high temperatures protection
- Cosmetic improvement with repeated services

FUNCTIONAL & CARE FEATURES

Vanilla scent.

 100%
Vegan Formula

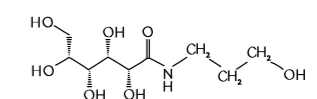
 Dermatologically
Tested

 Gluten Tested

PHYTO ACTIVE



with Elaya Renova™
with encapsulated cell oil



with fiberHance™



*Enhancing the uniqueness of every woman
with the right color.
With care.*

artexo
CARE FOR BEAUTY

MADE IN ITALY 100% RENEWABLE ENERGY 100% FSC PAPER



SAVE PAPER SAVE THE FORESTS

RESPECT & RESPONSIBILITY



GREEN ENERGY

GENERATED BY RENEWABLE ENERGY PLANTS



REDUCE REUSE RECYCLE

SMART ACCESSORIES
DURABILITY AND REUSABILITY



RENEWABLE ENERGY



PAPER

FSC PAPER SOURCED FROM RESPONSIBLY MANAGED FORESTS

MYARTEGO.COM

