

iAM^{4u}

iPIGMENTS

DIRECT, TONER & ACID

**MANUALE TECNICO
TECNICAL MANUAL**

Hans Hofmann

“In natura,
la luce crea il colore.
Nella pittura,
il colore crea la luce.”

“In nature, light
creates colors. In
paintings, color
creates light.”

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D1.

l'ingrediente

the ingredient



ULTRALUX Complex

L'ULTRALUX Complex è un insieme di sostanze appositamente studiate dai laboratori iAM4u per fornire al colore una estrema lucentezza e rendere i capelli morbidi e ristrutturati.

ULTRALUX COMPLEX is a mix of substances carefully developed in the iAM4u labs, to provide hair with extreme shine, while leaving the hair soft and restructured.

A close-up, profile view of a woman with short, vibrant teal hair. She is wearing a bright yellow, textured knit sweater. The background is a blurred outdoor setting, possibly a balcony or rooftop, with a railing visible. The lighting is soft and natural.

02.

iPIGMENTS
DIRECT

Photo by Chares Nikolas



Caratteristiche Features

- Pigmenti diretti pronti all'uso.
- Direct Pigments – ready for use.
- Applicazione semplice e veloce.
- Easy and fast application.
- 22 nuance disponibili.
- 22 shades.
- 100 ml

Risultati Results

- Colore luminoso.
- Bright and luminous colors.
- Capelli morbidi e ristrutturati.
- Smooth and restructured hair.

con ULTRALUX Complex includes ULTRALUX Complex

un complesso che conferisce
al capello la massima
luminosità e idratazione.

A complex that provides to
the hair, maximum light (shine)
and hydration.



VEGAN OK



PET FRIENDLY



03

• nuances
DIRECT

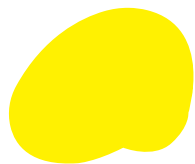
shades
DIRECT

Photo by Chares Nikolas

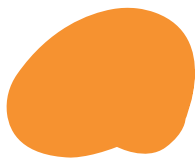
iPIGMENTS DIRECT

22 Nuance super colorate nate per dar vita ai tuoi capelli. Da colori crazy a quelli più basic, ravviva i tuoi riflessi o crea nuove tendenze moda.

22 super colors born to provide life to your hair. Provides primary crazy colors, revive your existing shades or create new fashion styles.



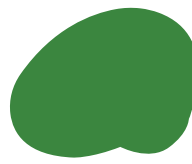
Lemon
Yellow



Sunset
Orange



Red
Passion



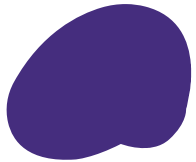
Emerald



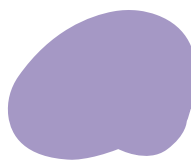
Teal



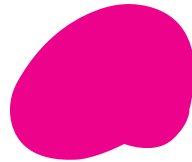
Royal
Blue



Ultra
Violet



Lavander



Hot
Pink



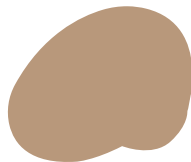
Flamingo



Cotton
Candy



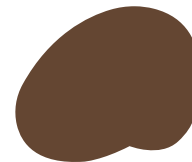
Ginger



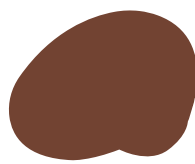
Sahara
Desert



Golden



Crème
Caramel



Hazelnut



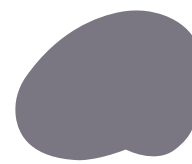
Espresso



Midnight
Black



Anthracite



Silver



Oyster
Pearl



Clear

04.

modo
d'uso
DIRECT

use
DIRECT

iPIGMENTS DIRECT - 100 ml

22 Nuance che possono essere utilizzate sia su capelli colorati per intensificare il colore, creare riflessi e colorare, oppure per tonalizzare schiariture, balayage, meches e decolorazioni.

22 shades that can be used on your colored hair to intensify color, create shades or color, or to tone bleached, balayage or decolored hair.



step 1

Lavare i capelli con iSmooth Purifying Shampoo, ripetere se necessario e tamponare i capelli.

Wash with iSmooth Purifying Shampoo, repeat if necessary, rinse and towel dry the hair.

Se si desidera utilizzare iPIGMENTS DIRECT dopo una decolorazione e si vogliono raggiungere toni freddi, lavare i capelli con Glacial Shampoo, altrimenti utilizzare FOR YOU Shampoo Color Care con pH 3.5 - 4.5 e conditioner o maschera sempre della linea FOR YOU con pH acido.

If you want to use iPIGMENTS DIRECT after bleaching and want to achieve cool tones, wash your hair with Glacial Shampoo or you can also use FOR YOU Shampoo Color Care which has a pH 3.5-4.5 and condition with mask or conditioner de la linea FOR YOU which has an acidic pH.



step 2

Applicare iPIGMENTS DIRECT direttamente sui capelli tamponati.

Apply iPIGMENTS DIRECT directly on towel-dried hair.



step 3

Lasciare in posa da 20 a 30 minuti, in base al risultato desiderato. Per ottenere un riflesso più intenso e duraturo, si consiglia l'uso di fonte di calore.

Allow 20-30 min on hair, depending on the desired result. To obtain an intense shade and extend the duration on the hair a source of heat is recommended.



step 4

Risciacquare abbondantemente con acqua tiepida.

Rinse abundantly with warm water.



step 5

Asciugare i capelli e procedere allo styling.

Rinse Hair and proceed with styling.

N.B. Si consiglia di evitare la piastra e altri strumenti similari, subito dopo l'applicazione di iPIGMENTS DIRECT, per preservare la tenuta del colore.

Note: the use of flat irons or other such styling instruments are not recommended immediately after the application of iPIGMENTS DIRECT, in order to preserve the color.

Uso nella maschera - Use with mask

E' possibile utilizzare iPIGMENTS DIRECT per rinfrescare il colore, miscelandolo con le maschere FOR YOU Color Care, Bond Repair o Volume. La percentuale di iPIGMENTS DIRECT da unire alla maschera varia in base all'effetto desiderato, più intenso o più delicato. Lasciare in posa da 10 a 15 minuti. Per la massima durata del colore si consiglia il mantenimento con la linea FOR YOU Color Care.

It's possible to use iPIGMENTS DIRECT to refresh colors, simply mixing it with FOR YOU Color Care, Bond Repair or Volume Mask. The percentage of iPIGMENTS DIRECT to mix into the Mask depends on the desired effect, very intense (more iPIGMENTS DIRECT) or less for a softer result. Leave on hair for 10-15 minutes. For maximum duration, we recommend the use of the FOR YOU Color Care line.



05.

iPIGMENTS TONER



Caratteristiche Features

- Tonalizzanti ad ossidazione ammonia free.
- Ammonia free toners mixable with activators.
- Diluizione 1:1,5 oppure 1:2
- Mixing ratio 1:1,5 or 1:2
- 12 nuances disponibili.
- 12 shades.
- 100 ml

Risultati Results

- Colore luminoso.
- Bright and luminous colors.
- Capelli morbidi e ristrutturati.
- Soft and restructured hair.

con ULTRALUX Complex includes ULTRALUX Complex

un complesso che conferisce
al capello la massima
luminosità e idratazione.

A complex that provides to
the hair, maximum light (shine)
and hydration.



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PET FRIENDLY



06

nuances
TONER

shades
TONER

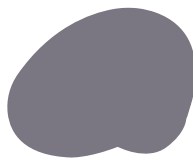
iPIGMENTS TONER

12 nuance ideate per tonalizzare, eliminare riflessi indesiderati o semplicemente colorare i tuoi capelli.

12 colors developed to tone, eliminate undesired colors or simply to color your hair.



Polar
White



Moon
Grey



Platinum



Champagne



Miami
Sand



Vanilla



Peach



Rose
Gold



Glycine



Opal
Rose



Opal
Violet



Opal
Silver

07.

modo
d'uso
TONER

use
TONER

iPIGMENTS TONER - 100 ml
Ammonia Free.

12 nuance specificamente studiate per tonalizzare balayage, meches, decolorazioni totali, schiariture ed ogni altro tipo di decolorazione.
12 shades specifically designed to tone balayage, highlights, total bleaching, lightening and any other type of bleaching.

L'ULTRA LUX COMPLEX è un insieme di sostanze appositamente studiate dai laboratori iAM4u, per fornire al colore una estrema lucentezza e rendere i capelli soffici e ristrutturati.
ULTRALUX COMPLEX is a mix of substances carefully developed in the iAMu labs, to provide hair with extreme shine, while leaving the hair soft and restructured.

iPIGMENTS TONER può essere utilizzato sia per eliminare i riflessi indesiderati, sia per colorare i capelli.
iPIGMENTS TONER can be used to eliminate undesired shades or to color the hair.

iPIGMENTS TONER è appositamente formulato senza base, ma solo con riflesso.
iPIGMENTS TONER are formulated with out the use of bases, only shades.

N.B. Non miscelare iPIGMENTS TONER con DIRECT.
Note: do not mix iPIGMENTS TONER with IPIGMENTS DIRECT.

Utilizzo - Use



step 1

Dopo aver effettuato la decolorazione iBLEACH plex polvere o pasta, lavare i capelli con Glacial Shampoo se si vogliono raggiungere toni freddi, altrimenti utilizzare FOR YOU Shampoo Color Care con pH 3.5 - 4.5 e conditioner o maschera sempre della linea FOR YOU con pH acido. Questo servirà ad equalizzare la porosità del capello ed ottenere un risultato più omogeneo e duraturo.

After the bleaching service with iBLEACH plex powder or paste, wash hair with Glacial Shampoo to achieve cool tones, otherwise use FOR YOU Color Care Shampoo with pH 3.5 - 4.5 and conditioner or mask always from the FOR YOU line with acid pH. This will serve to equalize the porosity of the hair and obtain a more homogeneous and lasting result.



step 3

TEMPO DI POSA - TIME

Lasciare in posa da 5 a 20 minuti, in base al risultato che si vuole ottenere. E' possibile arrivare fino a un tempo massimo di 35 minuti, nel caso in cui si desideri colorare (per esempio quando si utilizza Glycine, Peach, Rose Gold ecc ...).

Leave on for 5 to 20 minutes, depending on the result you want to achieve. A maximum time of 35 minutes can be used, in case you want to color (for example when using Glycine, Peach, Rose Gold etc ...).



step 2

DILUIZIONE - MIXING RATIO

1 : 1,5 per un riflesso più profondo,
1 : 2 per un riflesso più traslucido.

1 : 1,5 for a deeper shade,
1 : 2 for a more translucent shade.

SCelta DELL'ATTIVATORE - CHOICE OF ACTIVATOR

Scegliere l'attivatore iDEVELOP a seconda del risultato desiderato. Se si vuole ottenere un deposito maggiore, bisogna ricorrere a bassi volumi. Più si alzano i volumi, più il deposito sarà minore, ma aumenterà la luminosità. Nel caso di utilizzo di bassi volumi, diminuire i tempi di posa per non rischiare depositi eccessivi di pigmento. Choose the iDEVELOP activator according to the desired result. If you want to get a bigger deposit, you have to resort to low volumes. The higher the volumes are, the lower the deposit will be, but the brightness will increase. In the case of using low volumes, reduce the time on the hair to avoid the risk of excessive pigment deposits.

APPLICAZIONE - APPLICATION

Per tonalizzare un balayage e/o una schiaritura parziale, si consiglia l'uso su capelli bagnati e ben tamponati.

To tone a balayage and / or partial lightening, it is recommended to use it on washed and towel-dried hair.



08.

iPIGMENTS
ACID



Caratteristiche

Features

- Tonalizzanti ad ossidazione ammonia free.
- Ammonia free toners mixable with activators.
- Diluizione 1:1,5
- Mixing ratio 1:1,5
- 10 nuances disponibili.
- 10 shades.
- 100 ml

Risultati

Results

- Perfetta Tonalizzazione, senza alterazione della base naturale
- Perfect tonalization, without alteration of the natural base.
- Estrema morbidezza e lucentezza.
- Extreme softness and shine.

con ULTRALUX Complex includes ULTRALUX Complex

un complesso che conferisce al capello la massima luminosità e idratazione.

A complex that provides to the hair, maximum light (shine) and hydration.



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09.

● **attivatore**

—
developer



Caratteristiche Features

- Attivatore 2,5 Vol - 0,75%
- Developer 2,5 Vol - 0,75%
- Diluizione 1:1,5
- Mixing ratio 1:1,5
- 1000 ml

Risultati Results

iPIGMENTS Developer è uno speciale attivatore ideato per lavorare in sinergia con **iPIGMENTS Acid**, in modo da ottenere una miscela perfetta sia in quanto a densità che pH ideale.

iPIGMENTS Developer is a special activator designed to work in synergy with **iPIGMENTS Acid** in order to obtain a perfect mixture both in terms of viscosity and ideal pH.



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PET FRIENDLY



10.

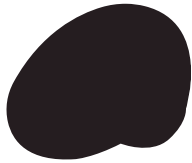
nuances
ACID

shades
ACID

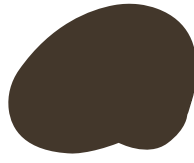
iPIGMENTS TONER

10 nuance ideate per tonalizzare senza alterare la tua base naturale e colorare di toni più scuri.

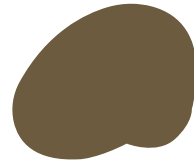
10 shades designed to tone without altering your natural base and color towards darker tones.



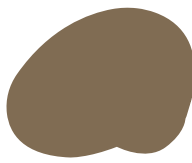
3



5



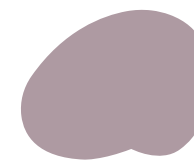
7



8



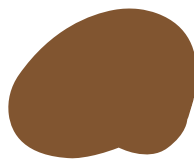
8AV



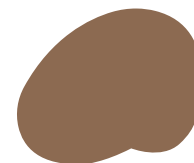
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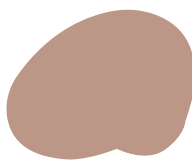
10A



8GC



8GV



10GV

11.

modo
d'uso
ACID

use
ACID

iPIGMENTS ACID - 100 ml
Ammonia Free.

10 nuance appositamente ideate per tonalizzare balayage e schiariture senza alterare la base naturale. Possono inoltre essere utilizzate per valorizzare o rinfrescare un colore, scurire una base troppo chiara donando profondità, infine si possono utilizzare per correggere riflessi indesiderati agendo come contro colore.
10 nuances specially designed to tone balayage and other lifting services without altering the natural base. They can also be used to enhance or refresh a previous color service, darken a base that is too light to give it depth, they can also be used to correct unwanted reflections acting as a counter color.

Utilizzo - Use



step 1

Lavare i capelli con iSmooth Purifying Shampoo, ripetere se necessario e tamponare i capelli.
Wash with iSmooth Purifying Shampoo, repeat if necessary, rinse and towel dry the hair.



step 4

Risciacquare abbondantemente con acqua tiepida, utilizzando FOR YOU Color Care Shampoo e Conditioner.
Rinse thoroughly with warm water, using FOR YOU Color Care Shampoo and Conditioner.



step 2

PREPARAZIONE - PREPARATION
Versare 75 ml di attivatore iPigments Developer 2,5% e miscelare con 50 gr di iPigments Acid.
Mix 75 ml of iPigments Developer activator 2.5% with 50 gr of iPigments Acid.



step 5

Asciugare i capelli e procedere allo styling.
Rinse Hair and proceed with styling.

APPLICAZIONE - APPLICATION
Applicare sulle lunghezze da tonalizzare o sui capelli da scurire.
Apply to the hair lengths to be toned or to the areas to be darkened.



step 3

TEMPO DI POSA - TIME
Lasciare in posa dai 15 ai 20 minuti, controllando di frequente.
Leave on for 15 to 20 minutes, checking frequently for color deposit.

TIPS

iPIGMENTS Acid e iPIGMENTS Developer in miscela tra loro, garantiranno un pH inferiore a 7, evitando che la base naturale si alteri.
I colori così risulteranno più brillanti e duraturi ed i capelli avranno un aspetto sano e luminoso.

The iPIGMENTS Acid and iPIGMENTS Developer mixture, will guarantee a pH lower than 7, to ensure that the natural base will not lift.
The colors will be brighter and the service will last longer and the hair will look healthy and bright.

12. ●

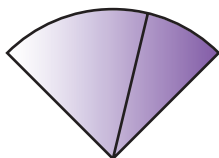
riflessi

—

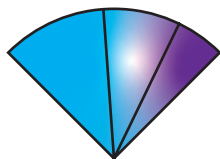
shades

TONER

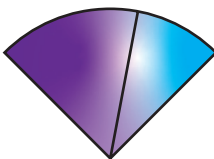
POLAR WHITE
0/02



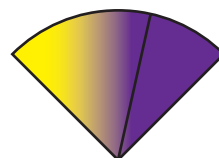
MOON GREY
0/102



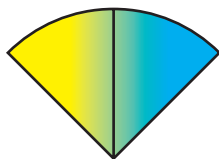
PLATINUM
0/21



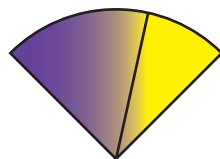
CHAMPAGNE
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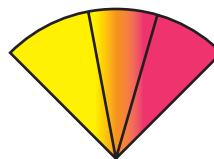
MIAMI SAND
0/31



VANILLA
0/23



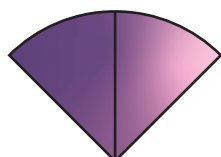
PEACH
0/346



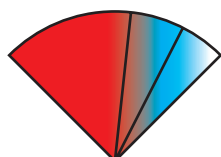
ROSE GOLD
0/46



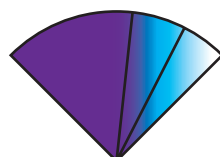
GLYCINE
0/22



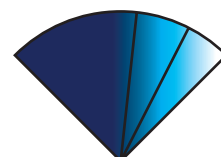
OPAL ROSE
0/610



OPAL VIOLET
0/210

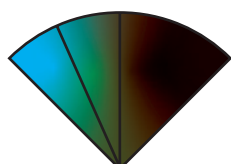


OPAL SILVER
0/110

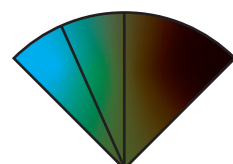


ACID

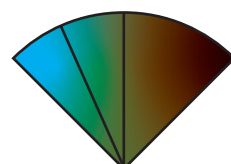
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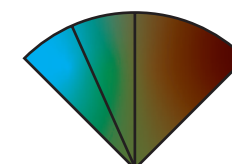
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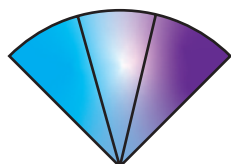
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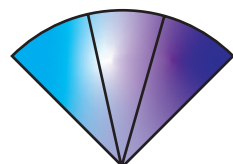
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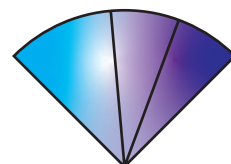
10A
ash



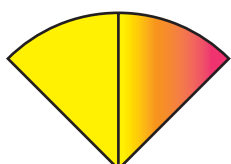
8AV
ash - violet



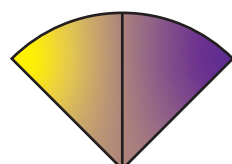
10AV
ash - violet



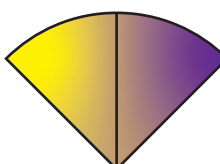
8GC
golden - copper



8GV
golden - violet



10GV
golden - violet



13.

Stella di
Oswald

Star of
Oswald

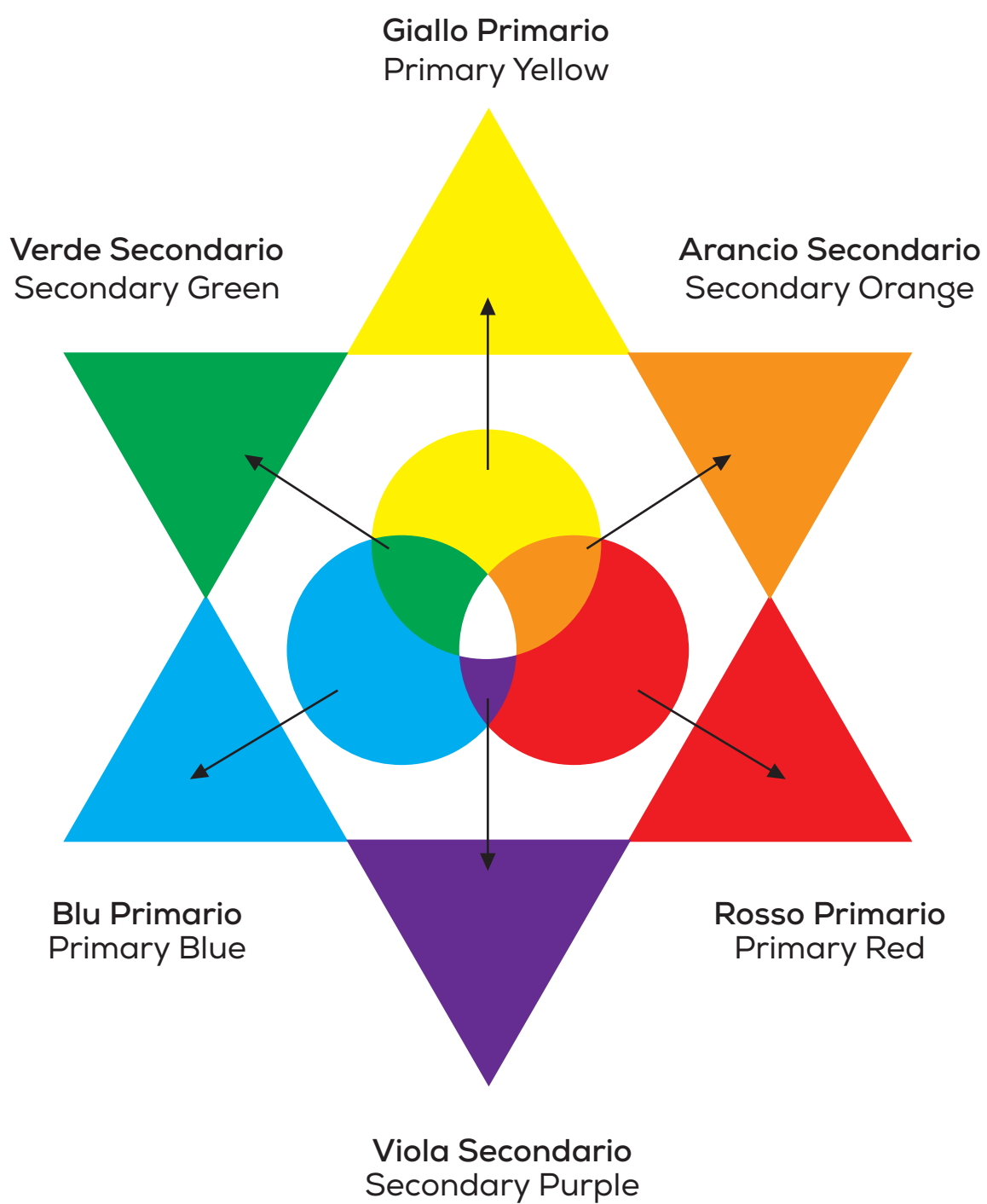




Photo by Chares Nikolas

Pablo Picasso

“I colori, come
i lineamenti, seguono
i cambiamenti delle
emozioni.”

“Colors,
like features,
follow changes
in emotions.”

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