



ABOVE PICTURE PERMANENT HAIR COLOR

**HAIRTIUM**  
ITALIAN SHAPE OF COLORS



# PICTURE SUPERIOR DYES TECHNOLOGY

- A new generation of high intensity and pure pigments Deep
- colours that last up to 45 days Formation of linked structures
- Micro Pigmentants



- POWER
- DURATION
- DEFINITION



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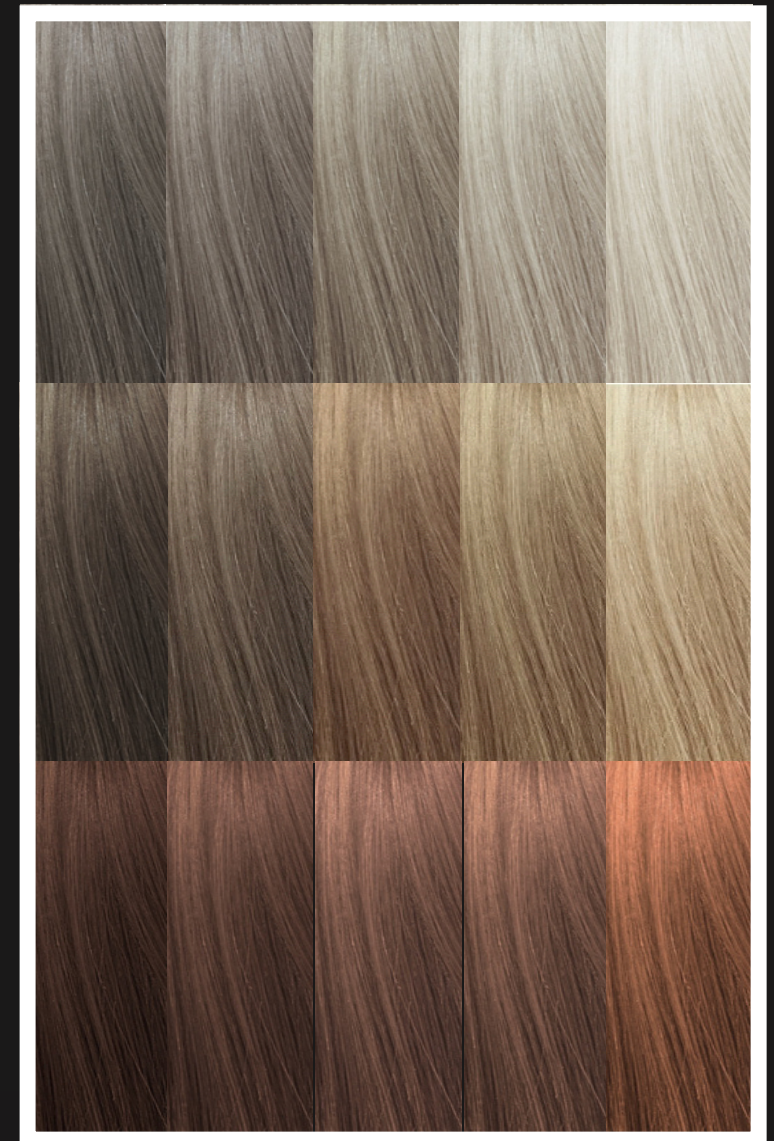


# PICTUM SPECIALIST OF NATURALS SHADES AND PERFECT COVERAGE

- New families of Naturals with Neutral, Cool and Warm reflections
- Excellent coverage for every single PICTUM nuance New progressive
- colour concept for all shades in the range



- COVERAGE
- NATURALNESS
- SHINE



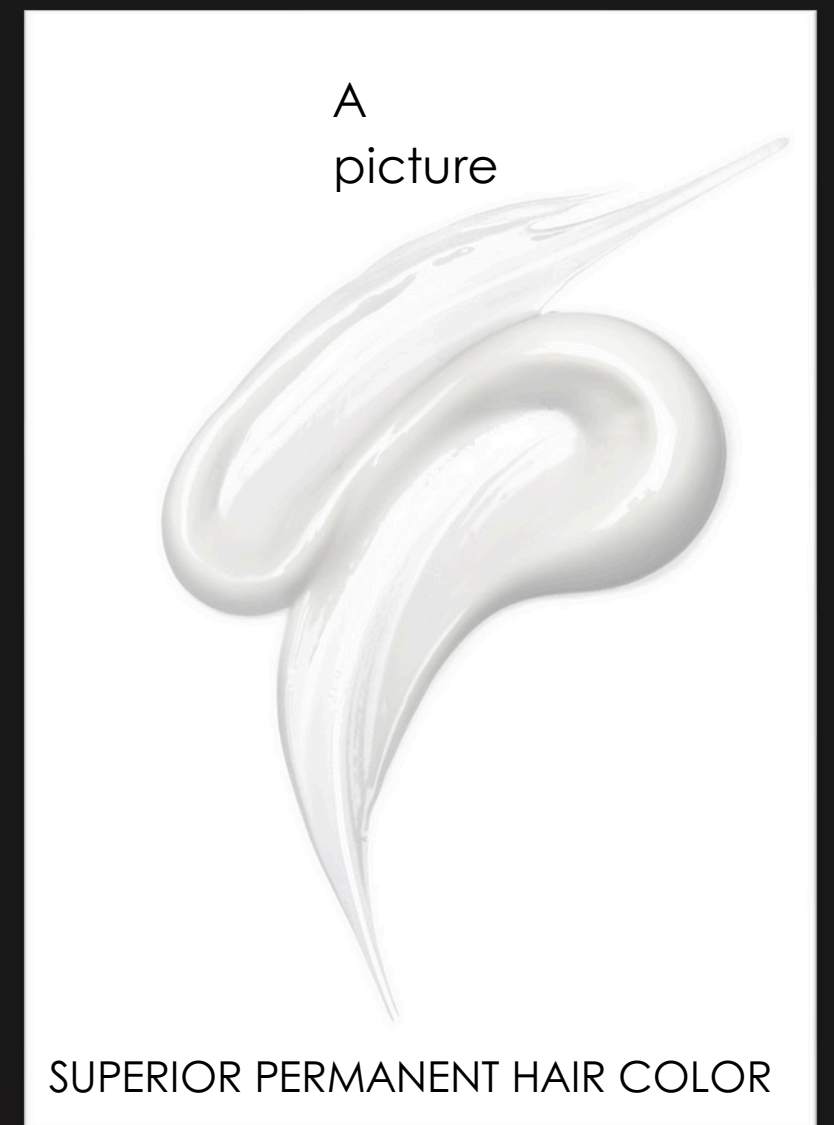
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# PICTUM NEW MODERN, VEGAN AND SAFE FORMULA

- New cruelty free vegan formula
- Without Paraphenylenediamine
- Without Resorcinol Fragrance from natural ingredients



- SAFETY
- INNOVATION
- RESPECT



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# PICTUM COLOR DEFENCE VEGAN PLEX



BABASSU OIL

SOFTNESS

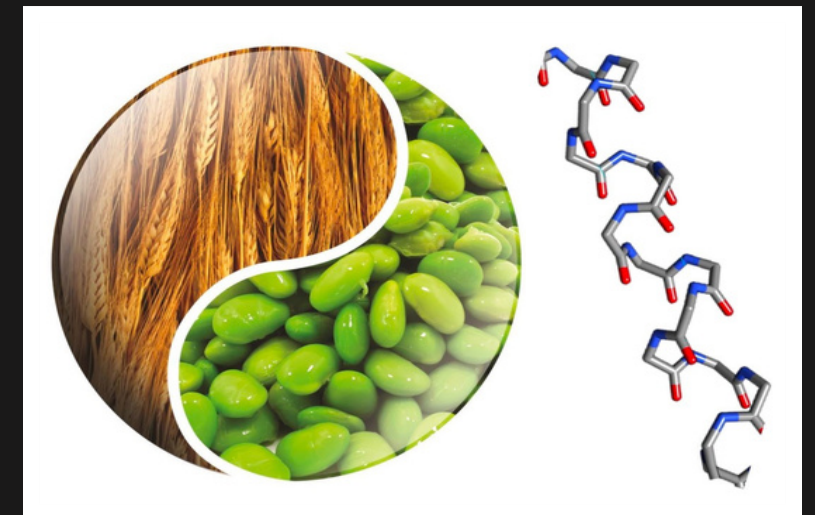
PROTECTION



ARGAN OIL

HYDRATION

SHINE



PHYTO KERATIN 18

STRUCTURE

COMPACTNESS



# PICTUM COLOR DEFENCE VEGAN PLEX



BABASSU OIL

SOFTNESS

PROTECTION

Palm fruit  
of the Amazon  
Contains very high % of Myristic  
Acid and Lauric Acid with  
purifying action Forms a  
protective layer for the skin Gives  
elasticity and structure Protects  
from the action of the Sun



# PICTUM COLOR DEFENCE VEGAN PLEX



ARGAN OIL

HYDRATION

SHINE

Fruit of the Tree of Life  
of Morocco  
Highly hydrating Prevents the  
formation of free radicals  
Prevents oxidation damage  
Brightens and polishes hair  
Composed of essential fatty  
acids



# PICTUM COLOR DEFENCE VEGAN PLEX

18 Amino Acids extracted from  
Wheat and Soy Complete amino  
acid spectrum like Human  
Keratin

10.51% Arginine

strengthens the fibrous  
structure of the hair

18% more elasticity than

Animal Keratin

21% more increase in  
Fiber strength

## PHYTO KERATIN 18

### AMINOACIDI

Amino Acids in Keratin
Alanine
Arginine
Aspartic Acid
Cysteine
Glutamic Acid
Glycine
Histidine
Isoleucine
Leucine
Lysine
Methionine
Phenylalanine
Proline
Serine
Threonine
Tyrosine
Tryptophan
Valine



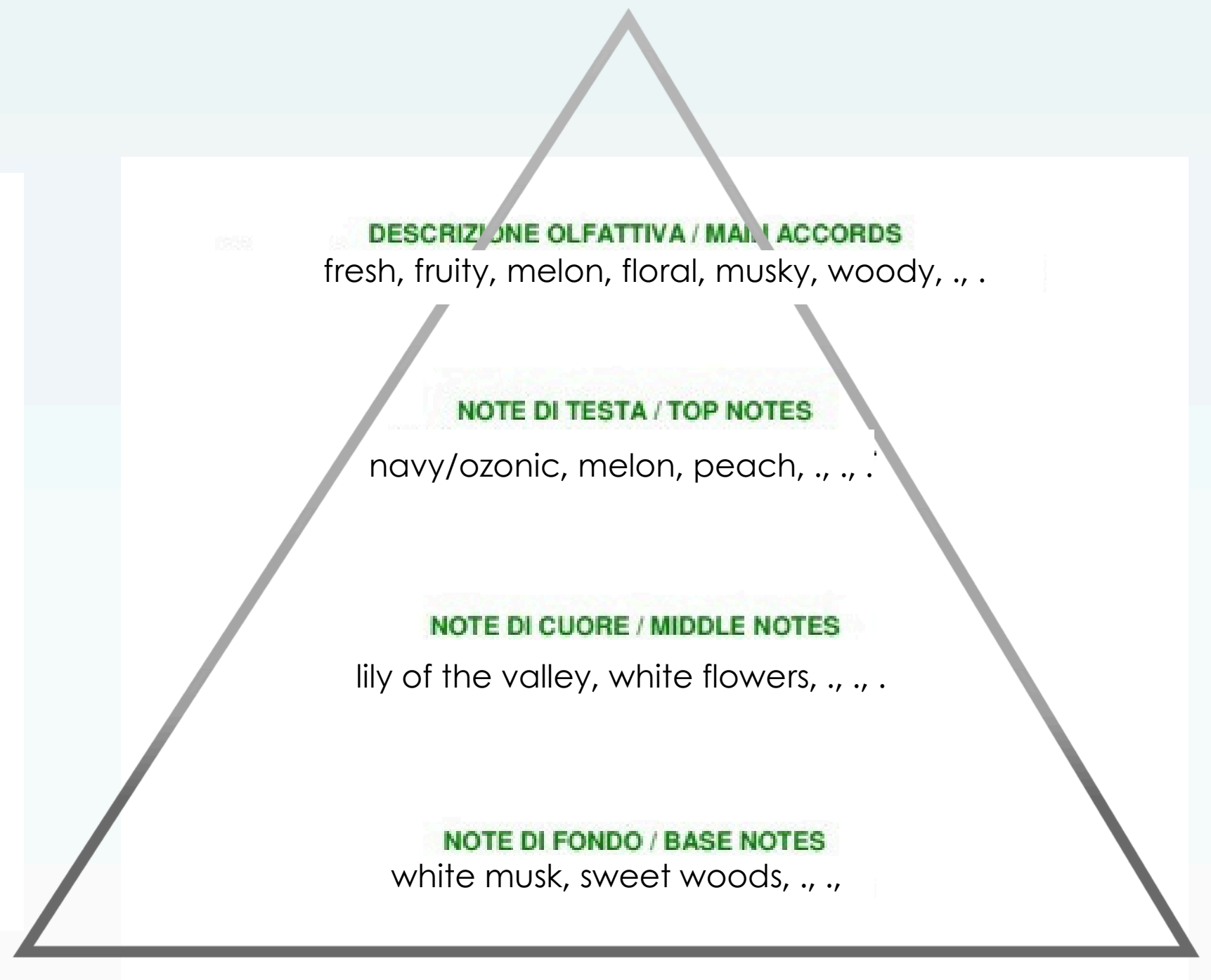
# PICTURE OF THE OLFACTORY COLOR PYRAMID

Fruity  
Fragrance

Fragrance from

natural extracts  
Reduced amount  
of ammonia

1,8 %



HAIRTIUM



PictumShadesChart Progressive Color System

# HAIRTIUM

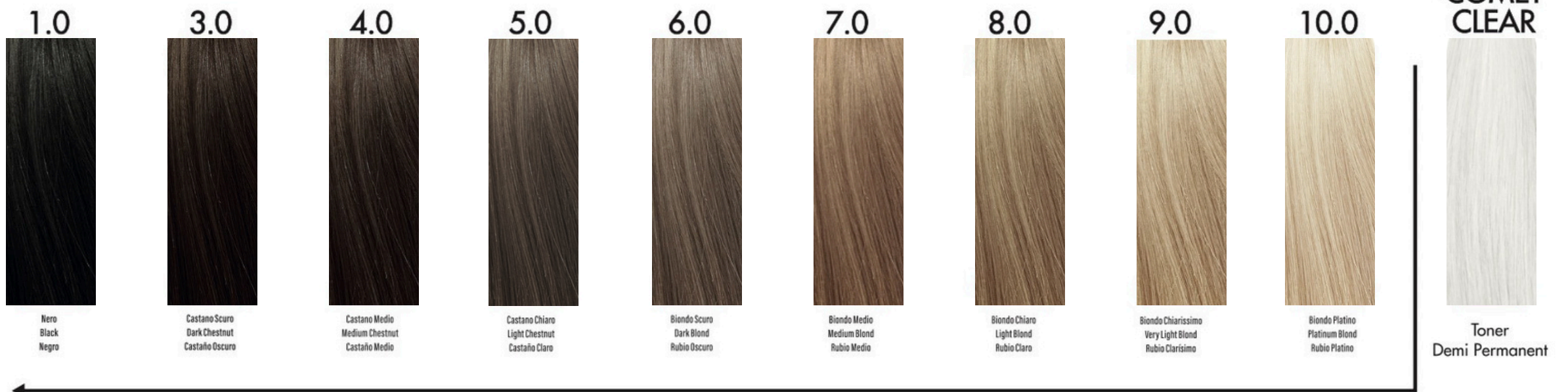
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PICTUM SUPERIOR PERMANENT HAIR COLOR



- Natural Neutral Series 100% coverage
- Brightness and shine Buildable with
- CometClear Mixable with all Pictum
- Nuances

### NATURAL CHIC



Mix: 15% - 50%

PICTUM SUPERIOR PERMANENT HAIR COLOR

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- Dynamic color reading
- Reference numbering Neutral
- reflection characteristic

## NATURAL CHIC

1.0      3.0      4.0      5.0      6.0      7.0      8.0      9.0      10.0

- 0 NATURALE/NATURAL
- 1 BLU PETROLIO/BLU PETROLEUM
- 2 VIOLA/VIOLET
- 3 ORO/GOLD
- 4 ARANCIO/ORANGE
- 5 MOGANO/MAHOGANY
- 6 ROSSO/RED
- 7 MARRONE/BROWN
- 8 PERLA/PEARL
- 9 BLU/BUE

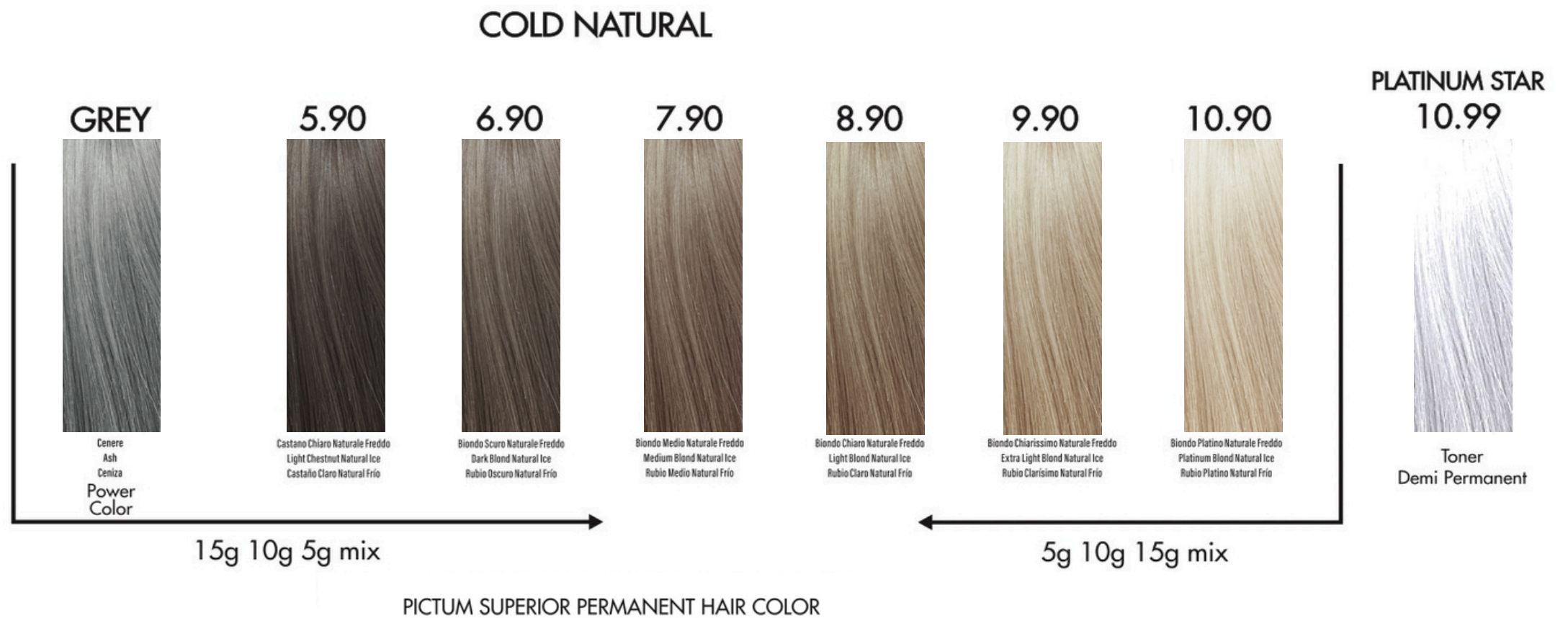
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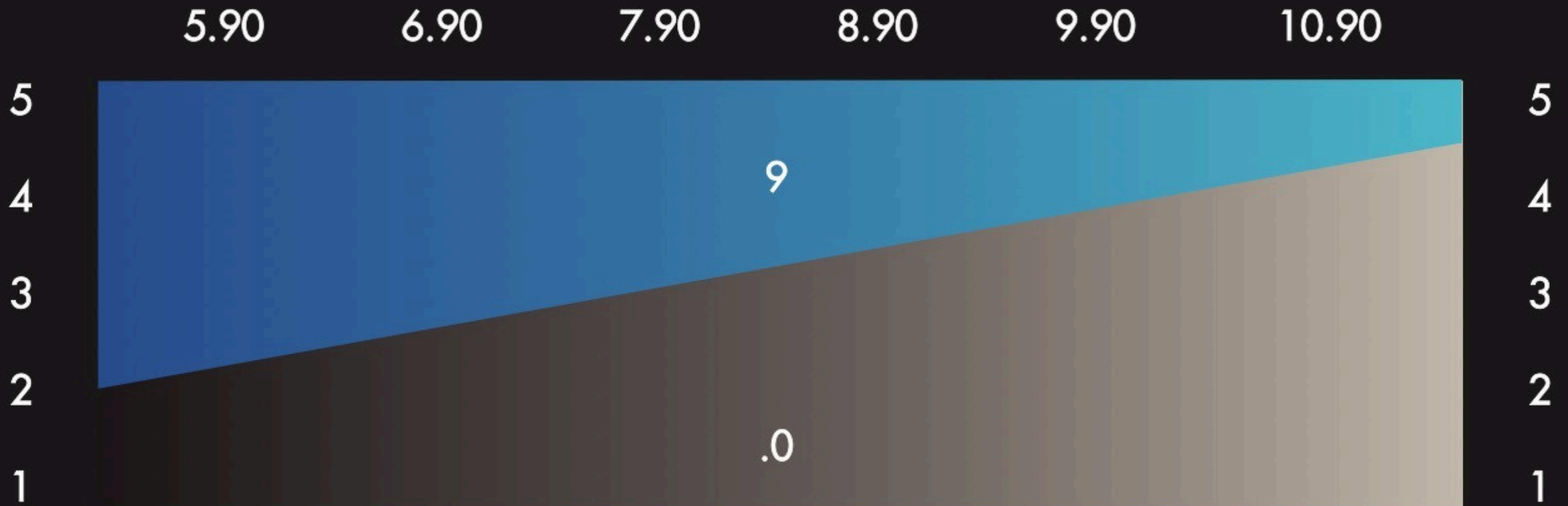
- Natural Series Cold 100% coverage Long-lasting reflection
- Brightness and shine
- Adjustable with GREY or PLTINUM STAR
- Mixable with Pictum cold shades





- Dynamic color reading Reference
- numbering Neutral cold reflection
- characteristic

## COLD NATURAL

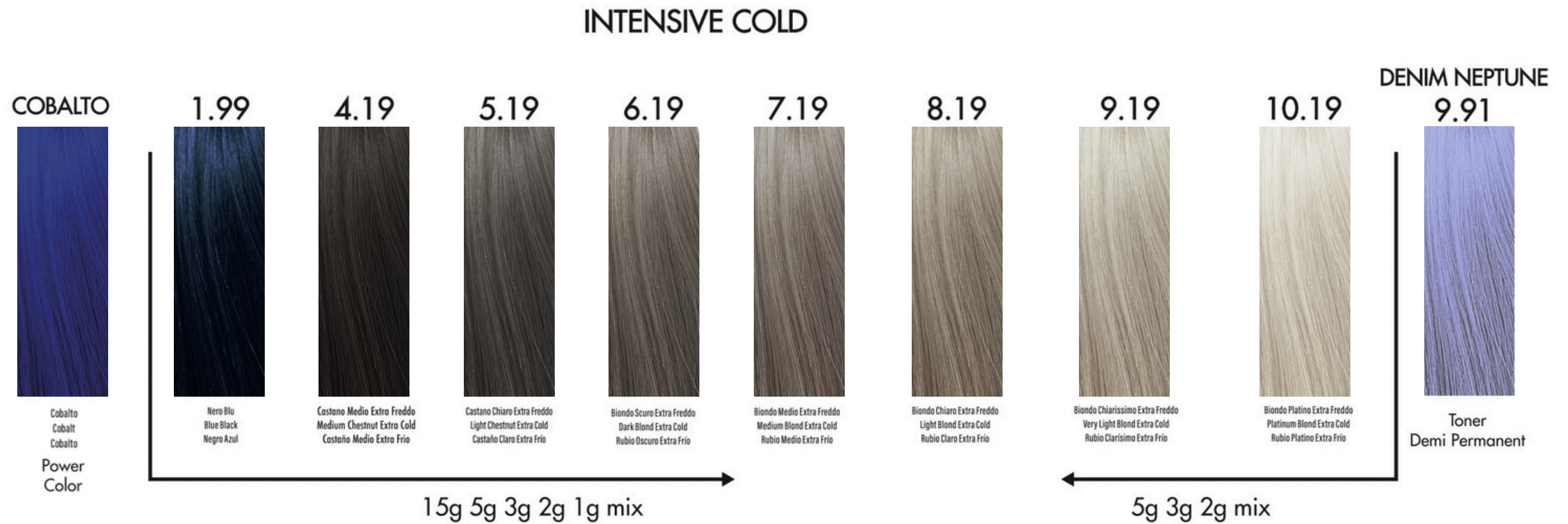


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- Extra Cold Series 100% coverage
- Long-lasting reflection
- Brightness and shine
- Adjustable with COBALTO and DENIM NEPTUNE
- Neutralize red-orange and yellow-orange tones

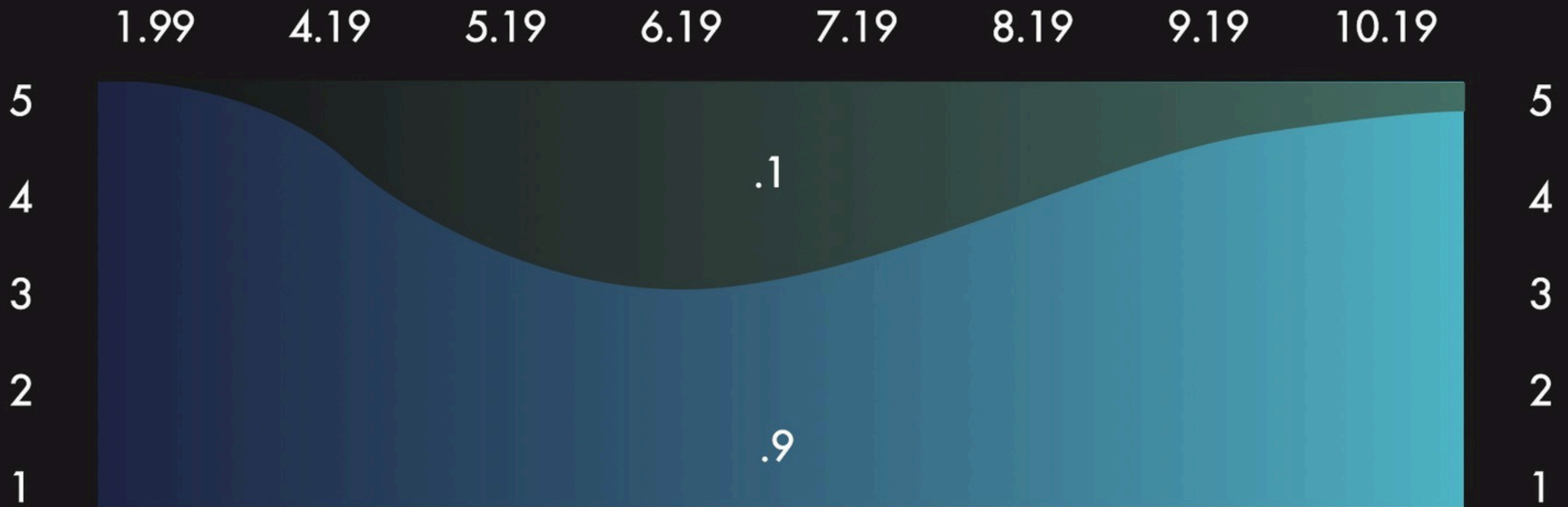


PICTUM SUPERIOR PERMANENT HAIR COLOR

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- Dynamic color reading Reference
- numbering Extra cold characteristic
- gray blue

## INTENSIVE COLD

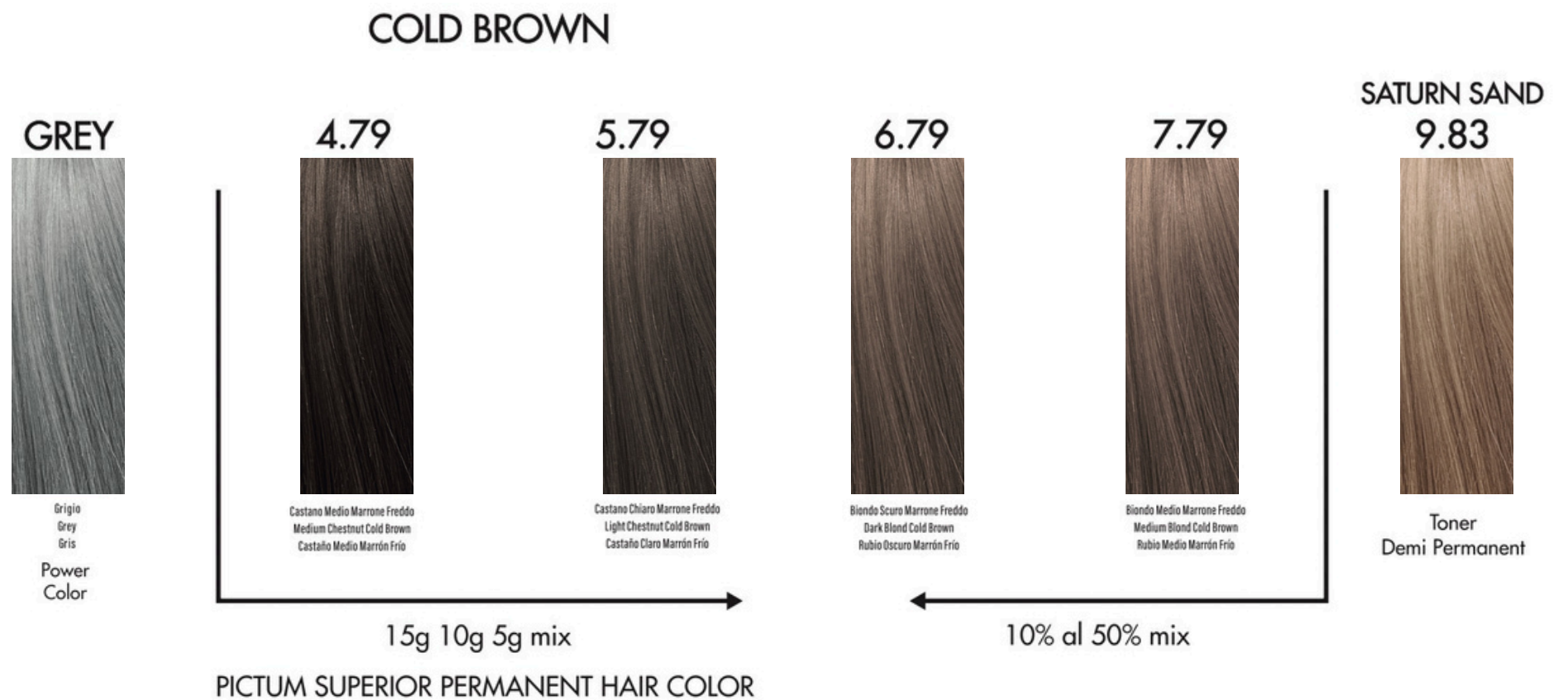


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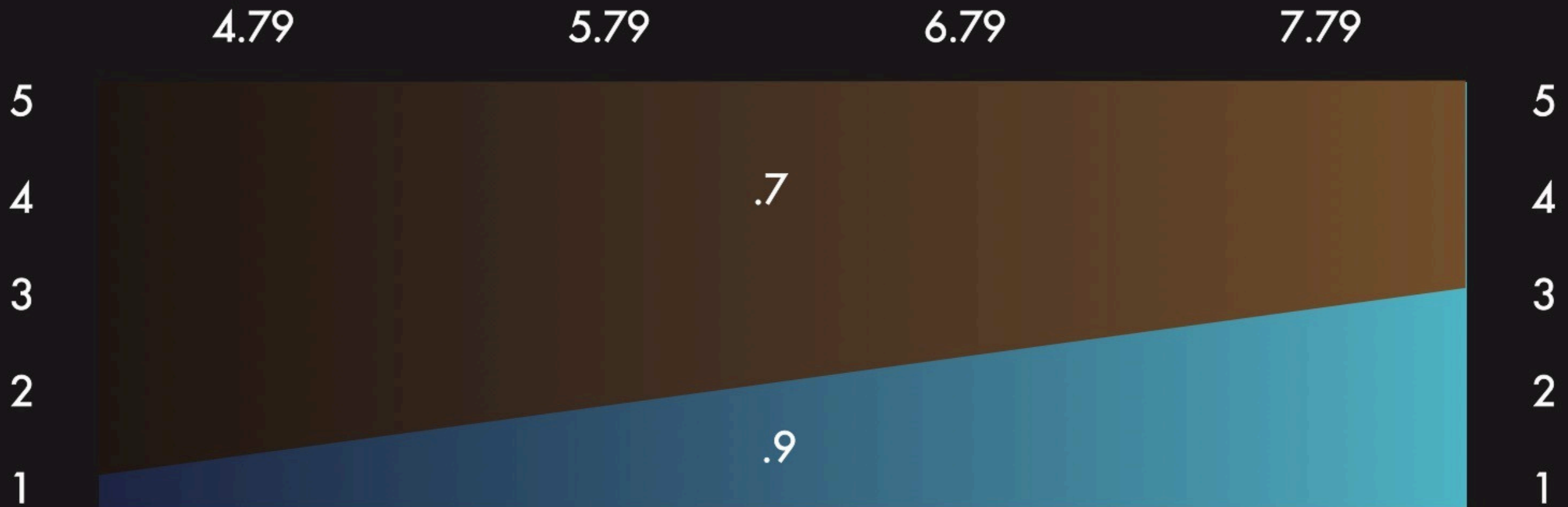


- Cold Brown Series 100% coverage Long-lasting reflection
- Brightness and shine
- Adjustable with GREY and SATURN SAND
- Enveloping browns anti orange



- Dynamic color reading
- Reference numbering
- Characteristic intense brown tending towards cold

## COLD BROWN



PICTUM SUPERIOR PERMANENT HAIR COLOR



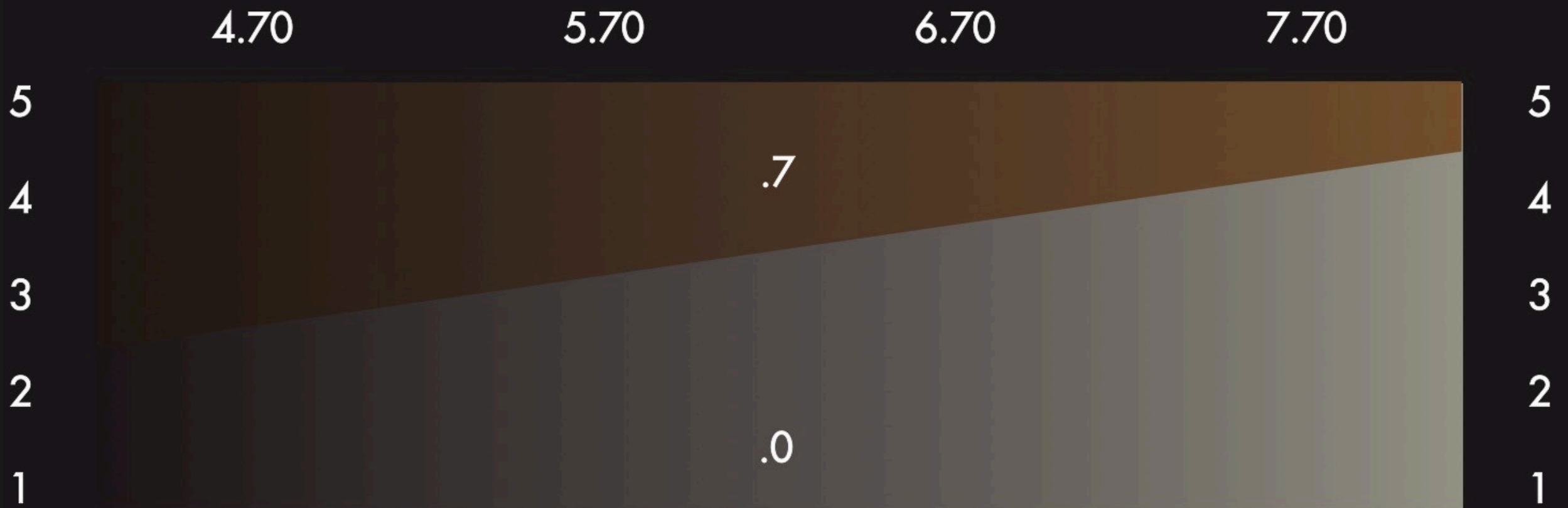
- Brown Series Intense 100% coverage
- Long-lasting reflection
- Brightness and shine
- Adjustable with CAMEL JUPITER
- Pure browns



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- Dynamic color reading Reference
- numbering Intense natural brown
- characteristic

## NATURAL BROWN

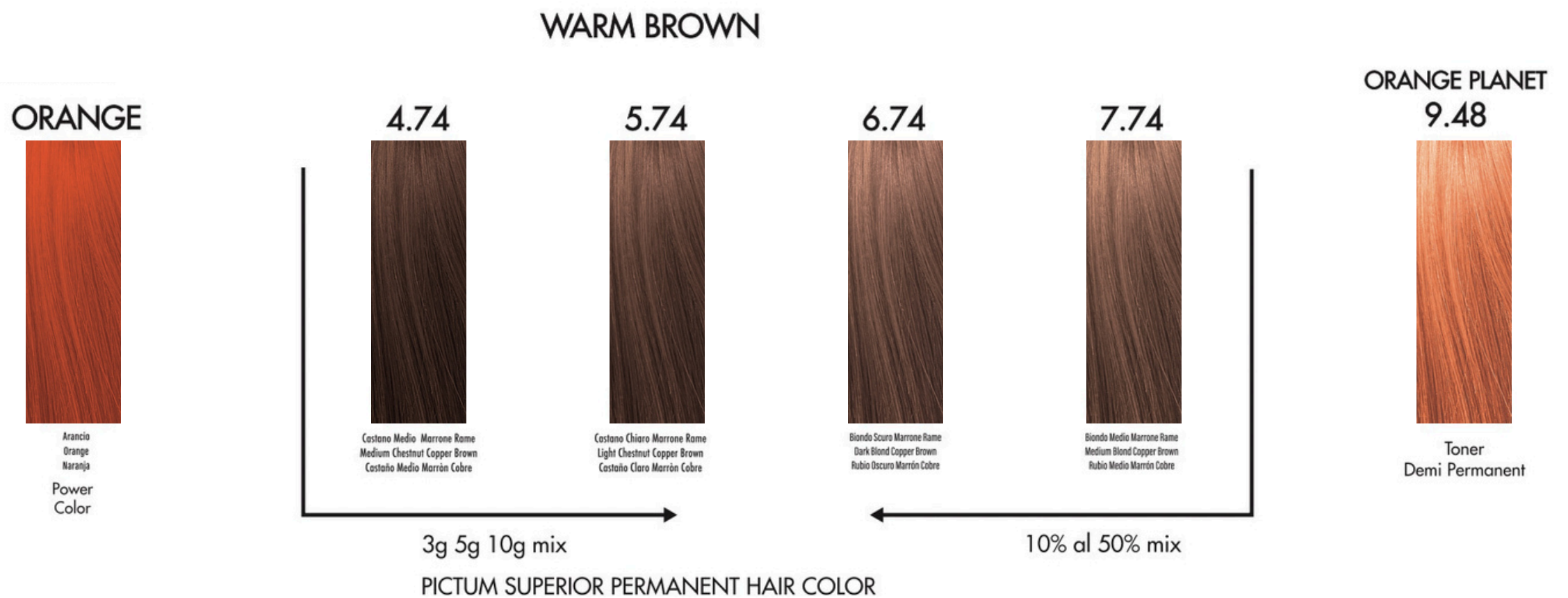


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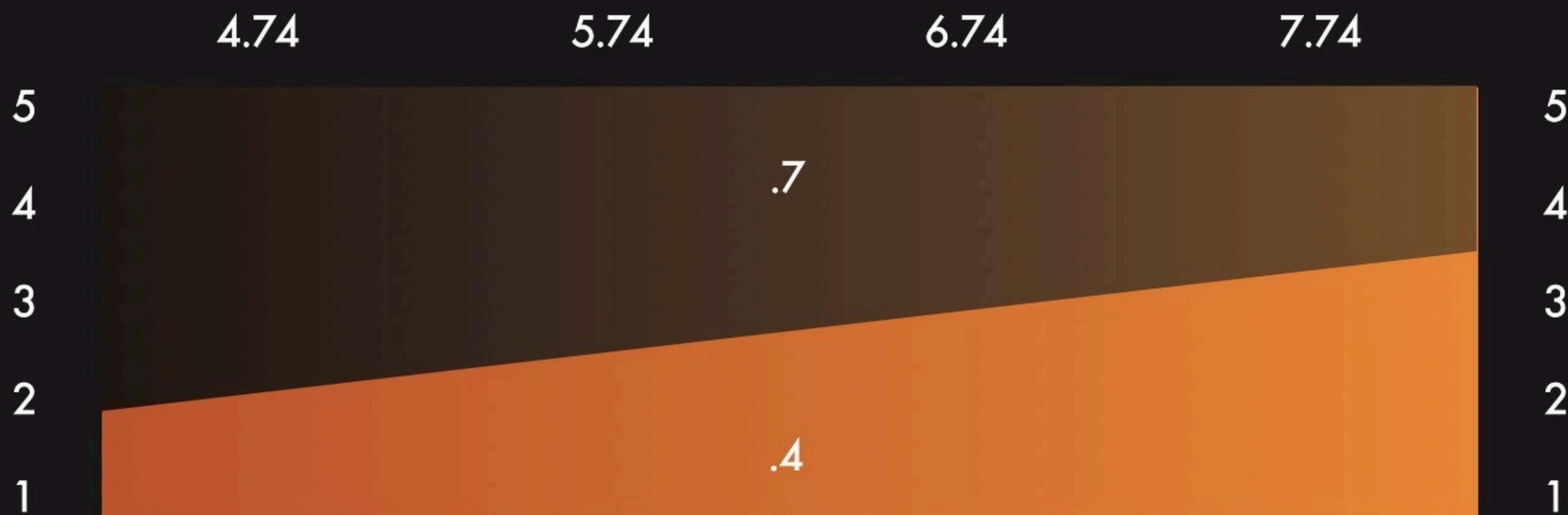
- Warm Brown Series 100% coverage
- Long-lasting reflection
- Brightness and shine
- Adjustable with ORANGE AND ORANGE PLANET
- Warm browns



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- Dynamic color reading Reference
- number Very warm brown
- characteristic

## WARM BROWN

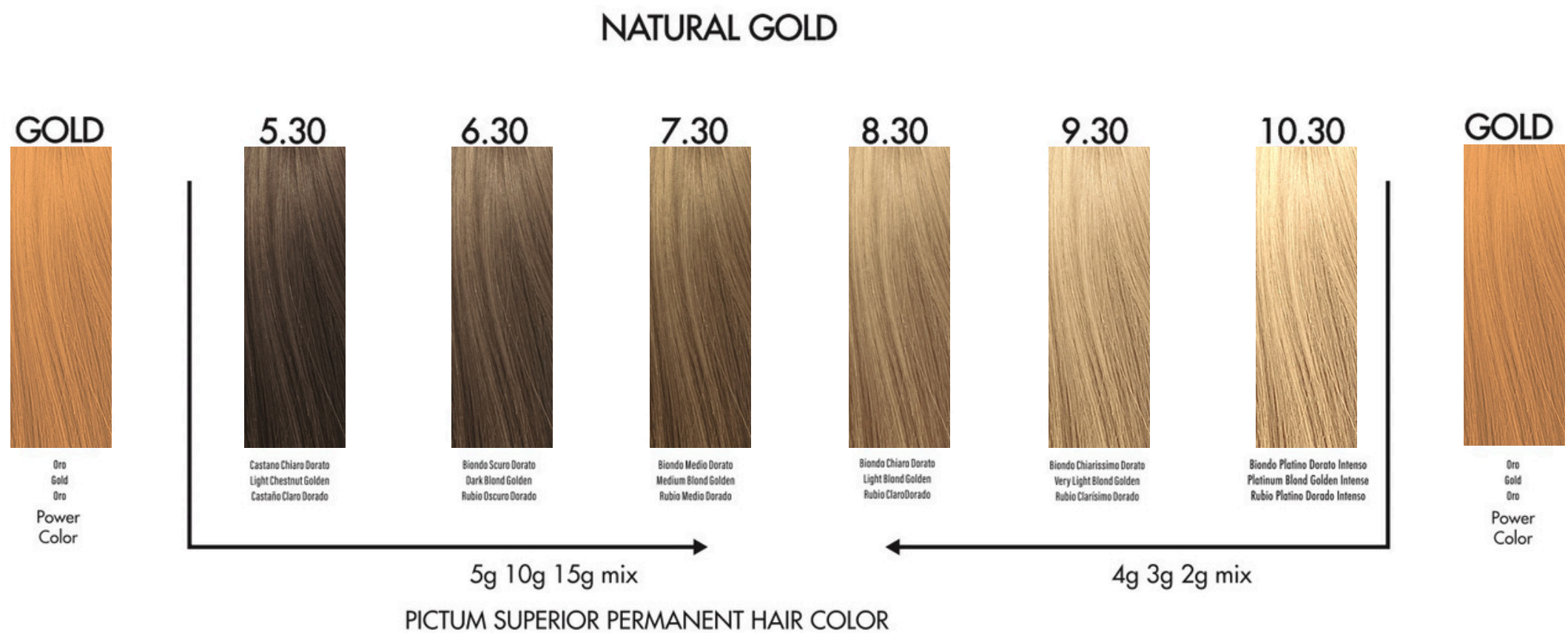


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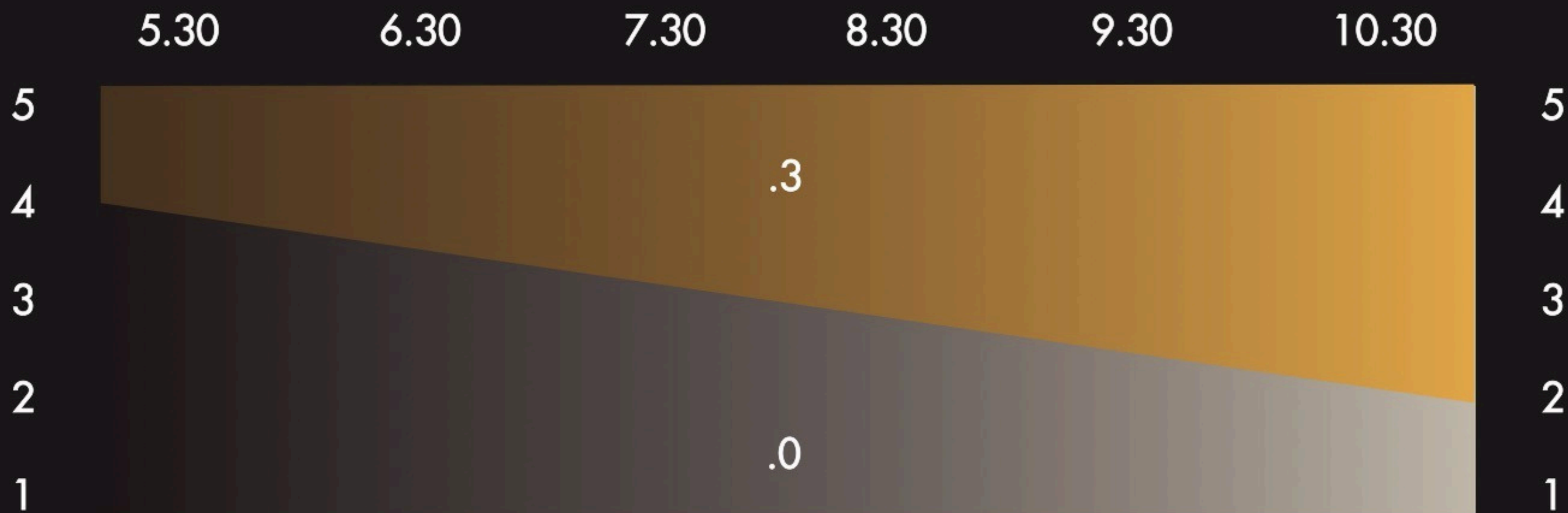


- Natural Golden Series 100% coverage
- Long-lasting reflection
- Brightness and shine
- Adjustable with GOLD
- Intense Natural Golden



- Dynamic color reading Reference
- numbering Intense natural golden
- characteristic

## NATURAL GOLD

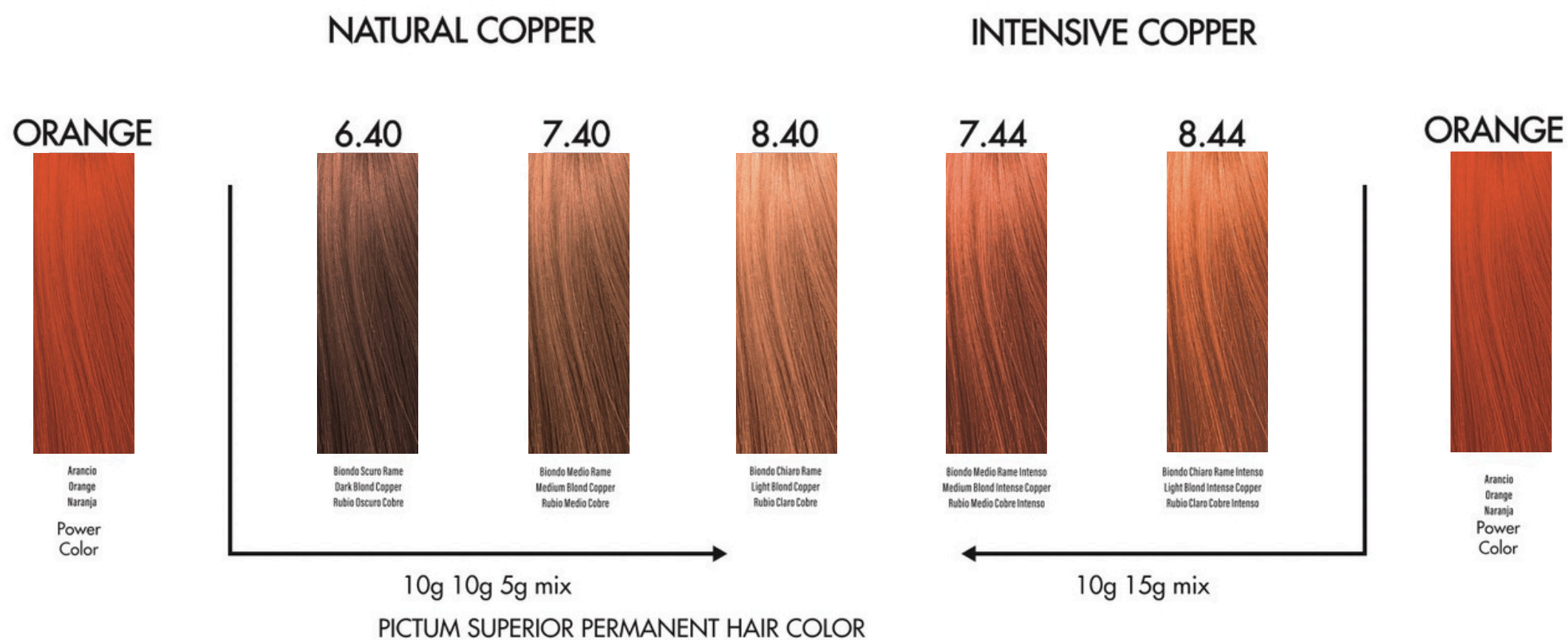


PICTUM SUPERIOR PERMANENT HAIR COLOR

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- Natural Copper Series 100% coverage
- Long-lasting reflection
- Brightness and shine
- Adjustable with ORANGE
- Natural copper and orange copper

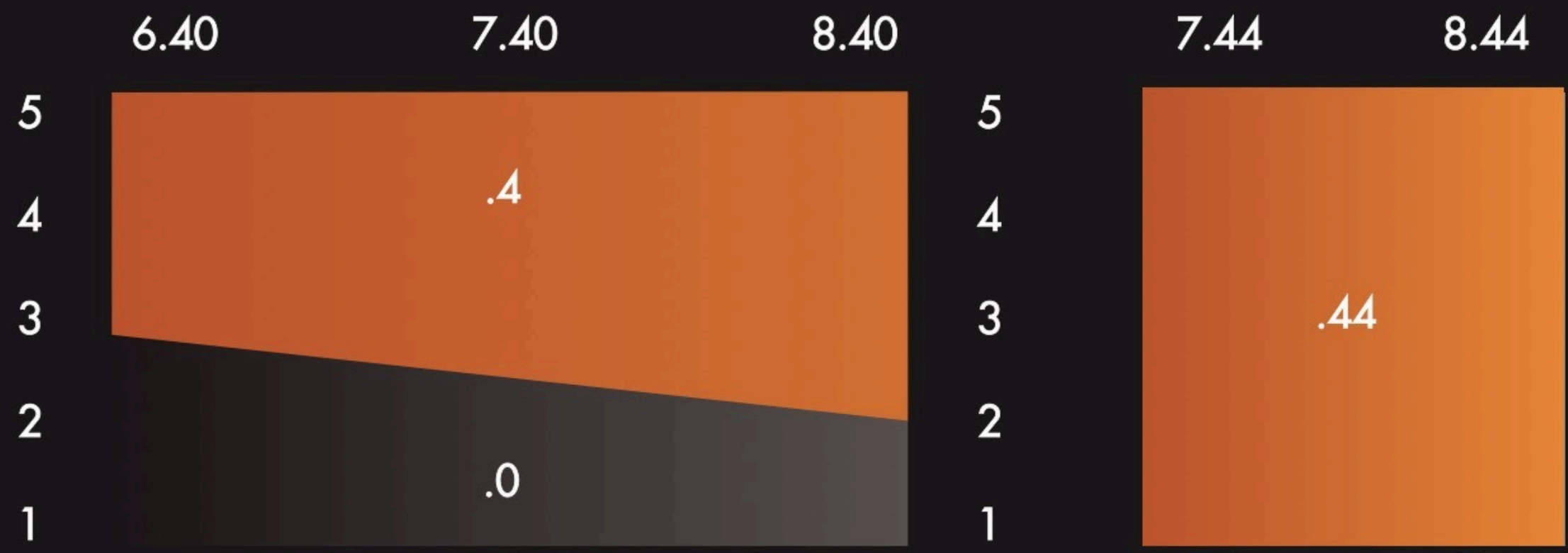


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- Dynamic color reading Reference number
- Characteristic from balanced copper to orange
- copper

NATURAL COPPER

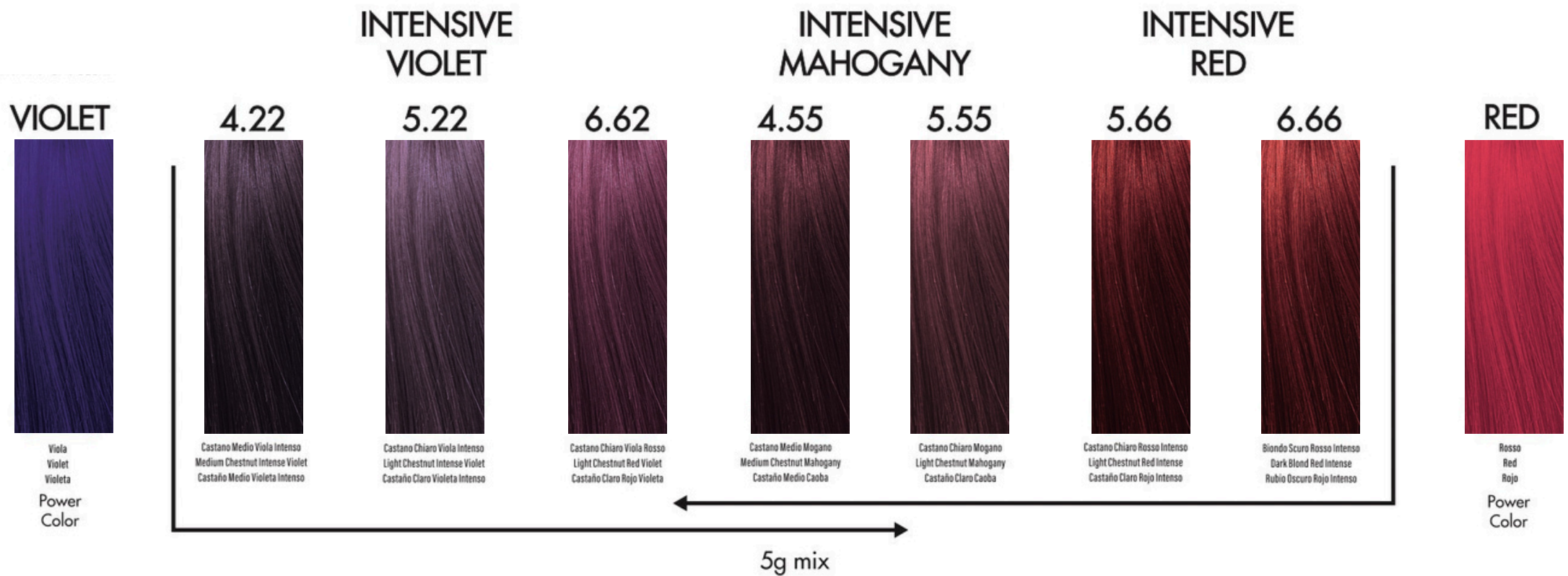
INTENSIVE COPPER



PICTUM SUPERIOR PERMANENT HAIR COLOR



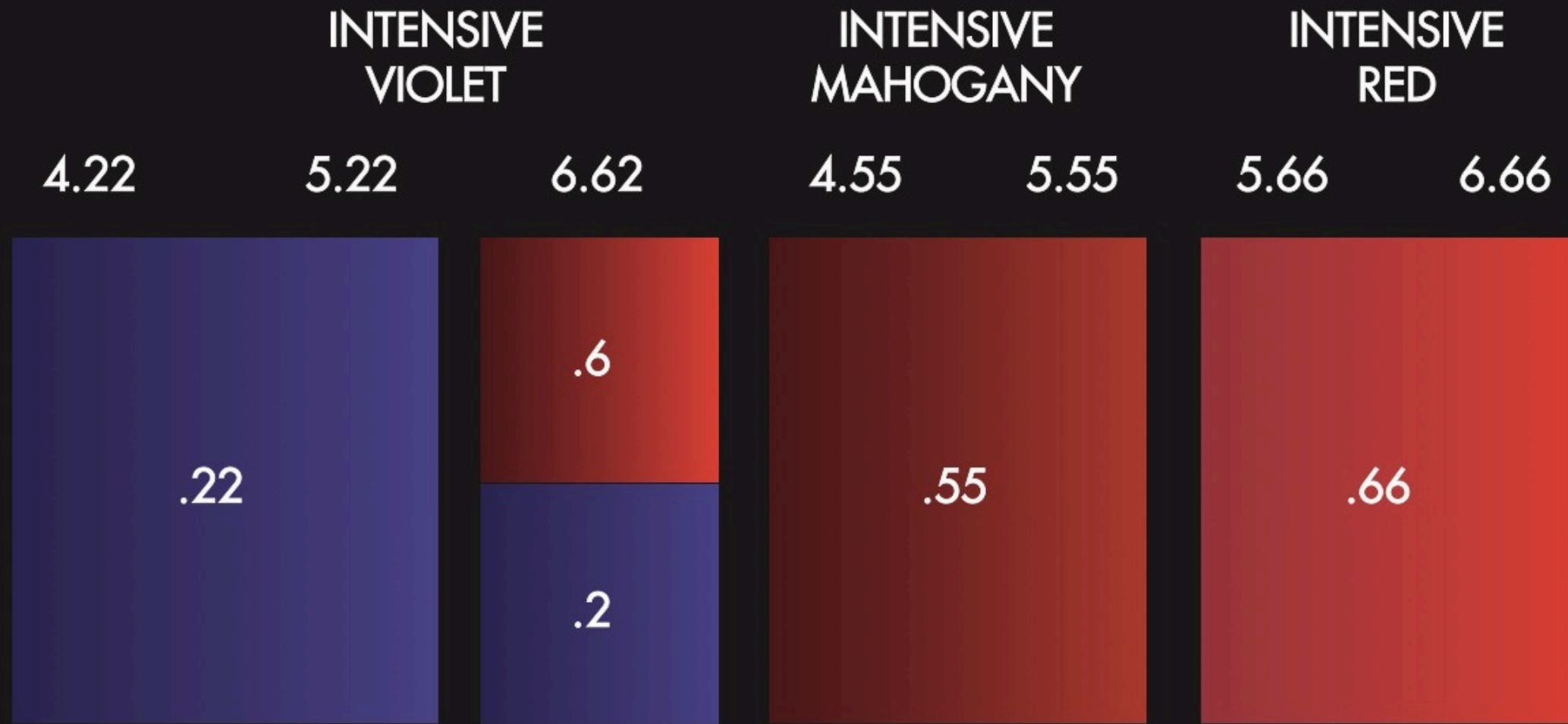
- Fashion Series 100% coverage
- Long-lasting reflection
- Brightness and shine
- Adjustable with VIOLET and RED
- Fashion colors from purple to red



PICTUM SUPERIOR PERMANENT HAIR COLOR

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- Dynamic color reading
- Reference number
- Characteristic from violet to extra deep red



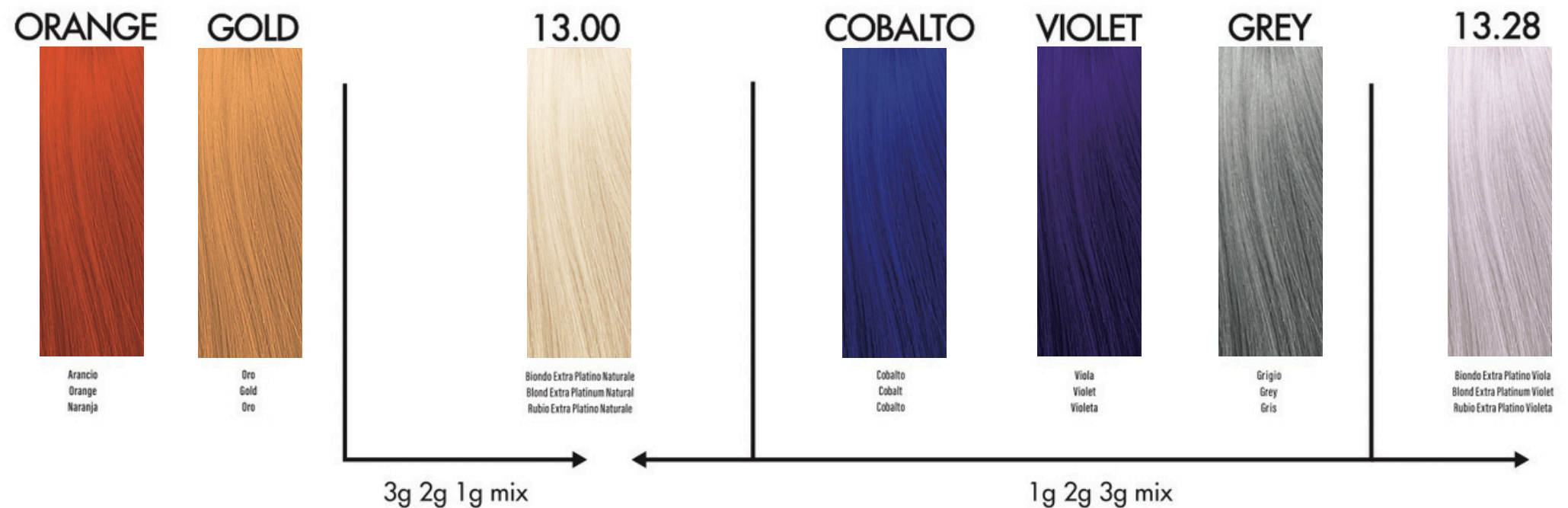
PICTUM SUPERIOR PERMANENT HAIR COLOR

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- Super Extra Lightening Series
- Intense lightening
- Brightness and shine
- Modular with ORANGE, GOLD, COBALTO, VIOLET and GREY
- 13.00 cream without dyes, 13.28 anti-yellow cream

### POWER LIFT SUPER HIGHLIGHTERS



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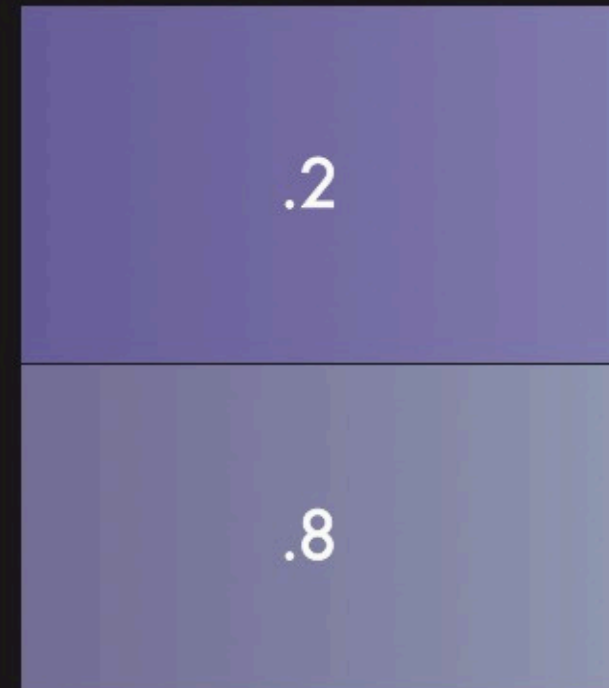
- Dynamic color reading
- Reference numbering
- Characteristic from neutral purple gray anti yellow

## POWER LIFT SUPER HIGHLIGHTERS

13.00



13.28



PICTUM SUPERIOR PERMANENT HAIR COLOR

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- Pure color series 100% coverage
- Long-lasting reflection
- Brightness and shine
- Adjustable with COMET CLEAR
- Colors of maximum purity and reflection saturation



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## Use and performance of Pictum Color and Cream Activator

CREAM ACTIVATOR	MIX RATIO	PERFORMANCE	MINUTES
6 Vol	1:1,5	Balancing - Tone on tone - 50% Coverage	5 - 20
10 Vol	1:1,5	Intensive Tone on tone - Darker - 80% Coverage	15 - 25
20 Vol	1:1,5	1 Level Lift - 2 level lift on fine hair - 100% Coverage	30
25 Vol	1:1,5	1,5 Level lift - 2,5 level lift on fine hair - 100% Coverage	35
30 Vol	1:1,5	2 Level Lift - 3 level lift on fine hair - 100% Coverage	35
35 Vol	1:1,5	2,5 Level Lift - 3,5 level lift on fine hair - 100% Coverage	40
40 Vol	1:1,5	3 Level Lift - 4 level lift on fine hair - 100% Coverage	40
40 Vol	1:2	Power Lift 13: 4 level lift - 5 level lift on fine hair	50

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