

THE HEALING POWER OF NATURE





What is **Eco**tech?

I.C.O.N.'s solution to permanent, demi, semi, and ammonia free hair color. **ECO**TECH **COLOR** is a new and bold color cream from **I.C.O.N.** that keeps hair and the environment thriving.

I.C.O.N. ECOTECH **COLOR** is specially formulated with natural additives, so that hair experiences a natural rejuvenation and transformation. The contemporary formula is ammonia, paraphenylenediamine (PPD) and resorcinol free; the perfect fusion of *Ecology* and *Technology.* The future of hair color is now.

Hair is enveloped with the soothing benefits of *Chamomile, Sunflower* and *Olive* extracts. These natural ingredients are blended with tried and true antioxidant *Gingko Biloba* (packed with non allergenic properties), to keep scalp healthy, stimulate hair growth and maintain the integrity of each application. *Aloe Vera* and *Panthenol* are added in as well, to provide necessary moisture and healing properties. Curated tonics of *Salvia* are incorporated for additional care. **ECOTECH COLOR** will maintain your healthy hair and won't damage, strip or overcoat. **ECO**TECH is long lasting brilliant color.

EXPERIENCE LONG-LASTING, HEALTHY, CONSCIOUS COLOR THAT WILL LEAVE OTHERS BREATHLESS



ontemporary stylists and clientele who only settle for the best in hair products know that lasting and vibrant color doesn't have to negatively impact the environment. **I.C.O.N.** knows this, too.

After years of developing a superior, eco-safe and permanent hair color solution, **I.C.O.N.** introduces an ammonia free, permanent color that is natural and safe. **ECO**TECH **COLOR** is environmentally safe, and gently balances a color formula that is brilliant, lasting, hydrating, and made from natural ingredients. This is **I.C.O.N.** This is conscious color.

I.C.O.N. brings color service to the modern era with an ammonia free, permanent oxidative hair color cream; a versatile system that promises brilliant results and maximum gray coverage. The result is a visible, lasting and radiant color, full of shine and depth. Discover a new color world with **ECO**TECH **COLOR**.

Choose the product that will keep hair and the environment healthy and alive.

PERMANENT OXIDATIVE HAIR COLOR CREAM. AMMONIA FREE. PARAPHENYLENEDIAMINE FREE (PPD). PERFECT COMBINATION BETWEEN ECOLOGY AND TECHNOLOGY. LASTING COLOR. PERFECT GRAY COVERAGE. GENTLE ACTION ON THE SCALP. DEEP RESPECT FOR HAIR FIBER. PROVIDES MAXIMUM BRILLIANCE. GIVES LASTING COLOR OVER TIME. NOURISHES HAIR UNTIL THE NEXT COLOR SERVICE. HIGHLY SELECTIVE INGREDIENTS. THE RESULT IS A VISIBLE, RADIANT COLOR FULL OF SHINE.



BLACK NEGRO	1.0	
DARK BROWN CASTAÑO OSCURO	3.0	
MEDIUM BROWN CASTAÑO	4.0	
LIGHT BROWN CASTAÑO CLARO	5.0	
DARK BLONDE RUBIO OSCURO	6.0	
BLONDE RUBIO	7.0	
LIGHT BLONDE RUBIO CLARO	8.0	
VERY LIGHT BLONDE RUBIO MUY CLARO	9.0	
NATURAL PLATINUM PLATINO	10.0	
ULTRA NATURAL PLATINUM PLATINO ULTRA	11.0	



NATURAL CÁLIDO



BLUE BLACK NEGRO AZULADO









PERLADO





BEIGE



DARK BEIGE BLONDE RUBIO OSCURO BEIGE

MEDIUM BEIGE BLONDE RUBIO BEIGE

LIGHT BEIGE BLONDE RUBIO CLARO BEIGE

VERY LIGHT BEIGE BLONDE RUBIO MUY CLARO BEIGE

BEIGE PLATINUM PLATINO BEIGE

ULTRA BEIGE PLATINUM

PLATINO ULTRA BEIGE

6.2

7.2

8.2

9.2



COLOR



COBRIZO DORADO COLOR

DARK COPPER GOLDEN BLONDE

RUBIO OSCURO COBRIZO DORADO

MEDIUM COPPER GOLDEN BLONDE

RUBIO COBRIZO DORADO

LIGHT COPPER GOLDEN BLONDE

RUBIO CLARO COBRIZO DORADO

VERY LIGHT COPPER GOLDEN BLONDE

RUBIO MUY CLARO COBRIZO DORADO 8.43

6.43

7.43



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all

COLOR

DARK COPPER BLONDE RUBIO OSCURO COBRIZO 5.4

6.4

7.4

8.4

MEDIUM COPPER BLONDE RUBIO COBRIZO

LIGHT COPPER BLONDE RUBIO CLARO COBRIZO

BLOOD ORANGE 7.46

COLOR

MARRÓN

COFFEE
CAE*4.244CHESTNUT
MARRON NACARADO5.244HAZELINUT
VELLANA6.244ALMOND
ALMENDRA7.244





COLOR

MEDIUM MAHOGANY BROWN CASTAÑO CAOBA

4.5

5.5

LIGHT MAHOGANY BROWN CASTAÑO CLARO CAOBA

AUTUMN RED 5.555



COLOR

VIOLETA NATURAL

NATURAL VIOLET BLONDE 7.07

LIGHT NATURAL VIOLET BLONDE **8.07**

VERY LIGHT NATURAL VIOLET BLONDE **9.07** RUBIO MUY CLARO NATURAL VIOLETA SUPERACLARANTE SS 1:2 (55')





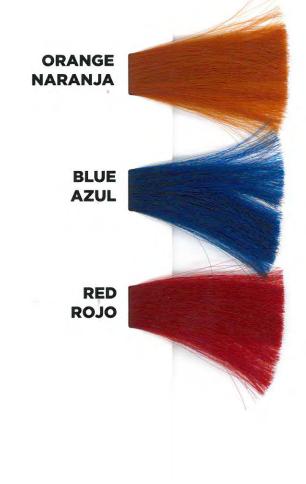
MATIZADOR 1:2 CREAM ACTIVATOR (3'/10')





S O O O O O







APPLICATION

- Wear protective single-use gloves to apply the color mix.
- Begin application in the front of the head when gray hair is present.
- When working with highlights or pre-lightened hair, begin application in the back.
- Deposit color in 3mm sections. With thick hair, use smaller sections.
- After application, let process for recommended time.

First time application method

Hair length up to 3 cm:

- Apply to root, length and ends.
- Hair length between 4 and 15 cm:
- Apply to ends and let process for 20 minutes. Repeat the application and process for the remaining developing time.
- Hair length over 15 cm:
- Apply to ends and let process for 20 minutes. Repeat the application along length and ends for 20 minutes. Repeat the application to roots, length and ends and process for remaining developing time.

RULES FOR GRAY COVERAGE

The nuances from series

.0	100% NATURAL coverage
.003	100% NATURAL WARM coverage
.1	50% ASH coverage
.21	50% PEARL coverage
.2	50% BEIGE coverage
.3	100% GOLD coverage
.43	50% COPPER GOLDEN coverage
.4	50% COPPER coverage
.24	50% BROWN coverage
.6	50% RED coverage
. 5	100% MAHOGANY coverage
.7	50% VIOLET coverage
.07	50% NATURAL VIOLET coverage

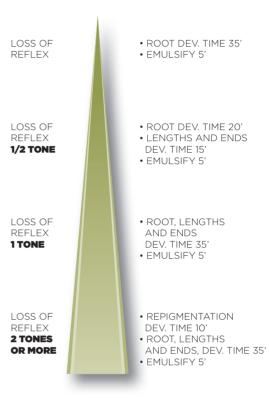
In the presence of gray hair, mix the nuance with the NATURAL Series.

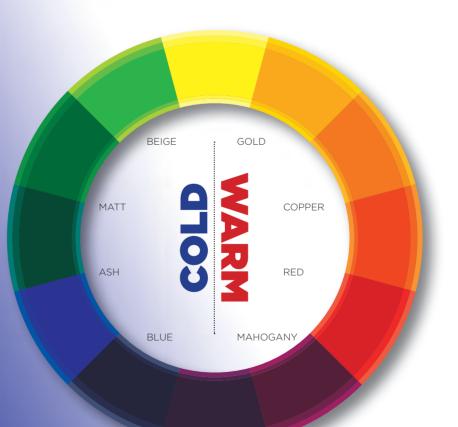
SUPER-LIGHTENER

A range of super-lighteners for a brilliant pastel blonde



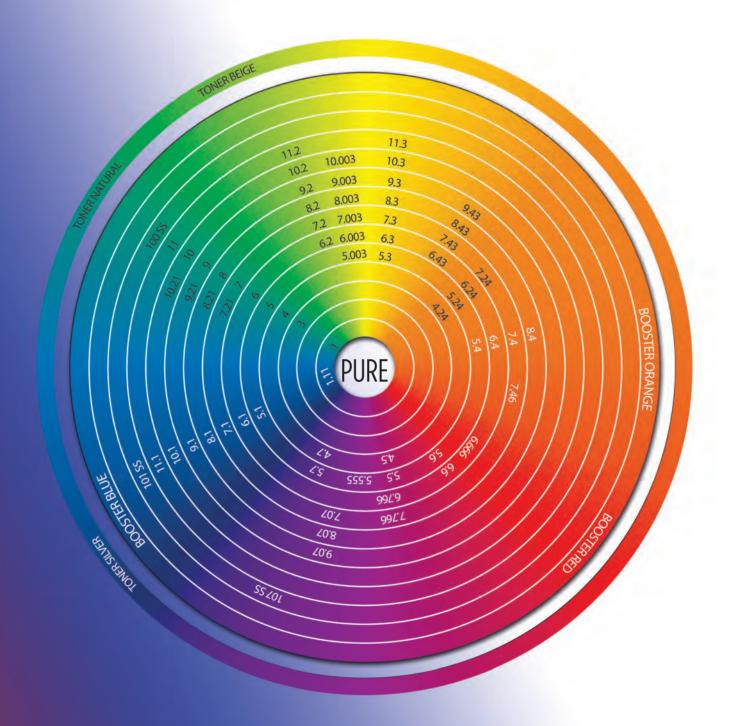
RECUPERATE LOSS OF REFLEX







ECOTECH COLOR NEWTON DISK PLACEMENT



I.C.O.N[°]





CREAM ACTIVATOR

APPLICATION							
lift	developer	min.					
0 - 1	10 VOL	25 <i>′</i>					
1 - 2	20 VOL	35´					
2 - 3	30 VOL	45 <i>′</i>					
+ 4	40 VOL	55´					
0	CREAM ACTIVATOR	20 <i>′</i>					

MULTI FUNCTIONAL TREATMENT



CREAM DEVELOPER

COLORING

• 60g + 90g I.C.O.N. Cream Developer (10, 20, 30 or 40 vol)

COLORING with SS

• 60g + 120g I.C.O.N. Cream Developer (40 vol)

COLORING with Pastels

• 60g + 120g I.C.O.N. Cream Activator

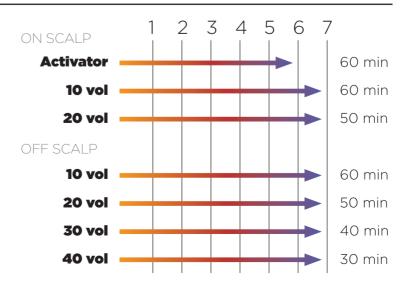
COLORING with TONER

• 60g + 120g I.C.O.N. Cream Activator

COLORING with Metallics

- 60g + 120g I.C.O.N. Cream Activator
- 60g + 90g I.C.O.N. Cream Developer (10 vol)

BLEACH LIGHTENING LEVELS





I.C.O.N. takes translucency to the next level.

PURE TRANSLUCENT is a pigment-free color that pre-lightens, presoftens gray and provides color reflection and shine.



PURETRANSLUCENTwascreatedtogiveshineandmanageability,whileilluminating hair color.

PURE TRANSLUCENT can be used alone for luminosity when mixed with **ACTIVATOR** in a 1 + 1.5 mix in addition to adding to your **ECOTECH color** mixture.

When mixing **PURE TRANSLUCENT** with **ECOTECH color** of choice to modify the hue, use desired **DEVELOPERS** or **ACTIVATOR** as directed.

If you choose to lighten 1 to 2 tones of existing color, mix 1:2 ratio with **40 VOL**. Let process for 55'.

Reflection unlike anything you have ever seen.

I.C.O.N. challenges the evolution of bleaching with *this revolutionary* **CREAM BLEACH**.

An innovative formula that advances science and elevates the artistry of tonal bleaching.

Our *revolutionary* **CREAM BLEACH** is color bleaching without consequences. Tonal value without brassiness or harshness, that delivers a creamy texture, safe on or off the scalp.

Delivers from lightening a single tone all the way to platinum blonde.

I.C.O.N. revolutionizes Bleach.



Its creamy texture is perfect for different techniques.

Create balanced California highlights and craft subtle veils without damaging the hair structure.

Ideal for working highlights from balayage to foiling. Designed for on scalp, our **CREAM BLEACH** provides maximum lift, while keeping the integrity of your hair and scalp.

Mix with 10, 20, 30 or 40 vol. DEVELOPER, or ACTIVATOR. 1:2 mixing ratio.

Get the desired color with **CREAM BLEACH**.

SNOW WHITE 9 X LEVELS OF LIFT

SNOW WHITE was especially designed to achieve maximum lift, with amazing results and zero compromise. This lighting powder allows you to reach maximum bleaching potential, while leaving the hair with integrity, health and tremendous shine.

A special combination of active ingredients, thickening agents and advanced micro powders blend instantly, creating a whipped texture.



BAMBOOSTEMDRYEXTRACT

Fills the hair with natural silica that retains moisture. Hair remains strong and healthy, with elasticity and shine; keeping integrity intact.

VITAOILS (oil complex) Avocado. Rejuvenate and moisturize. Coconut. Adds luster, shine and softness. Sunflower. An Omega 9 acid that prevents breakage. Argan. Rich in beneficial nutrients, including fatty acids and vitamin E. Linseed. Protein necessary for healthy, shiny hair.

VITAMINS

A E & D. Antioxidant properties that protect and repair, promoting healthy hair and elasticity.

1:2 mixing ratio.

I.C.O.N[°]



ICE Hair as cool and brilliant as an icicle. Each strand is an ice crystal that blends to create an illuminating effect.

STEEL Strength and durability reflect off of this unique pastel. Capture the essence of a heavy metal reflection in your color. Steel is determined, mysterious and confident.

COOL STEEL Show off your icy side, while remaining strong and sleek. Hair is as dynamic as the hues of the deep blue sea.

AMETHYST Hair shines and reflects like a precious gem with this violet pastel. Let every strand reveal stunning color that won't disappear or fade. Intoxicate onlookers with hair that is pure and full of color.

BLUSH Rosie, classic and refined. Light up a room with a warm aura that your hair emits. Call to mind the beauty of a classic rose, with new emotion and style.

CARAMEL Smooth, rich and desirable. Hair as sweet as its namesake. This Caramel pastel makes each lock appear warm and luxurious. Caramel colors run together to give hair defined dimensions.

SAND Capture the illusion of sand and feel relaxed with this neutral evocative pastel. A pastel that stands the test of time and appears fine to the touch.

PASTELES O O









metallics

MAGICAL MIDNIGHT Mysterious. Alluring. Give your hair the same endless possibilities as a cool midnight sky.

ROSE GOLD Hair that demands a double take. A melted gold meets a romantic sheen of soft violet.

BRONZED AMBER Color fit for a queen. Two regal colors blend and create a unique, show-stopping display.

DUSTY ROSE Step into a world of romance and mystique as your hair is lightly dusted with a stroke of rose.

GREEN ENVY This color earns its name by making those around you green with envy.

BRUSHED NICKEL Modern. Chic. Positively charming. A color that keeps you cool, with a shimmering shine.

COOL COBALT Calm the senses with this deep color. Your hair will remain vibrant, but appear cool to the touch.

MULBERRY FIG Deep, sweet and comforting. Hair that is ripe and divine, like a fruit from Eden.

SLATE VIOLET Complex. A refusal of category and a beautiful fusion of differences where warm meets cool.

METÁLICOS









PLAYFUL BRIGHTS. CREATE YOUR FANTASY OF COLOR ON PRE-LIGHTENED HAIR

Color is all about being creative and flirtatious. **I.C.O.N.** offers **Playful Brights** allowing creative freedom. Strong and vibrant hues graduate to pastels. Mix color freely and effortlessly to give your clients customized hues and every shade in-between in one color service. Whether the goal is color that demands attention or suggests softness, **Playful Brights** is a color service designed for color freedom and color excellence.

Use **Playful Brights** on pre-lightened levels eight and higher to create vibrant commanding colors. Achieve the greatest intensity on lighter blondes. This is color that plays by your rules.

Application: Once hair has been pre-lightened, shampooed and towel dried, removing 50% of moisture, pour color into bowl and saturate hair. Process without heat for 20 minutes. For more intense color, wrap hair in a plastic cap and process for 20 minutes under heat (let cool).

Rinse: When processing time is complete, rinse thoroughly. Condition with your favorite I.C.O.N. conditioner and style as desired.

PLAYFUL BRIGHTS. COLORES VIBRANTES Y VERSÁTILES. CREA TU PROPIA FANTASÍA DE COLOR EN CABELLO PREVIAMENTE DECOLORADO

El color es la base de la creatividad y la imaginación. **I.C.O.N.** presenta **Playful Brights,** un color que aporta libertad creativa. Colores fuertes y vibrantes que se pueden graduar para convertirlos en tonos pasteles. Mezcla color libremente y sin esfuerzo para dar a tus clientes tonos personalizados así como cualquier tono intermedio en un servicio de color. Tanto si el objetivo es un color que llame la atención o un tono suave, **Playful Brights** es un servicio diseñado para aportad excelencia y libertad de color.

Emplea **Playful Brights** en niveles previamente decolorados ocho o superior para crear colores vibrantes que llamen la atención. Logra mayor intensidad en rubios más claros. Este es el color que juega según tus reglas.

Aplicación: Una vez que el cabello ha sido previamente decolorado, lavar con champú, secar con toalla para eliminar el 50% de la humedad. Verter el color en un bol y aplicar en el cabello saturándolo. Procesar sin calor durante 20 minutos. Para obtener un color más intenso, colocar un gorro plástico y procesar durante 20 minutos con calor (dejar enfriar a continuación).

Aclarado: Cuando el tiempo de procesado se haya completado, aclarar bien. Aplicar el acondicionador **LC.O.N.** favorito y realizar el estilo deseado.

PLAYFUL BRIGHTS

ACID GREEN VERDE ÁCIDO

CANARY YELLOW AMARILLO CANARIO

COLOR PLAYFUL BRIGHTS

DIRECT COLOR COLOR DIRECTO COULEUR DIRECTE 3 fl.oz, 90 ml. C

> SOFT ROSE ROSA PASTEL

VIVID PINK ROSA INTENSO

LILAC LAVENDER LILA LAVANDA

PROFOUND PURPLE PÚRPURA PROFUNDO

> BLAZING ORANGE NARANJA INTENSO

TRUE BLUE AZUL AUTÉNTICO

MOODY MAGENTA MAGENTA PROFUNDO

WHAT IS STAINED GLASS? NATURAL.CLEAN.COLOR.

Stained Glass is a natural semi color treatment gloss that enhances your color or adds a complimentary tonal hue, giving extra dimension and shine. Use this reflective color to create silky texture with an ultra-glossy look.

Stained Glass is a natural, deposit only, clean color that is free of:

Alcohol Ammonia Peroxide PPD Resorcinol Damage Commitment

Stained Glass unique formula returns hair to optimum health, quality and manageability:

Refresh Color Treatment Dimension and Shine Creative Toning Add to Shampoo and Conditioner for Customized Color

POSSIBILITIES ARE LIMITLESS

Reds become fiery Brunettes become richer Blondes go for the gold Lavender cools it down Glass seals in the shine

APPLICATION

- 1 Prewash with Purify. Do not condition.
- 2 Towel dry hair, removing more than 50% of moisture.
- 3 Apply your Stained Glass shade from scalp to ends, being careful to avoid the scalp and skin directly, as staining will occur.
- 4 Once the application is complete, place hair in a plastic cap.
- 5 Process for 20 30 minutes under high heat, hooded dryer or humidifier
- 6 Once processed, remove cap and allow to cool completely.
- 7 Rinse with cool water and follow with conditioner.

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STAINED GLASS SHADES

	Be Brown Levels 2-7
GLAM BROWNS	Deliciously Dark Levels 2-7
	Creamy Chocolate Levels 3-8
GLACIER COOLS	Lovely Lavender Levels 2-8
GLOSSY REDS	Radioactive Red Levels 2-7
GLAZED ORANGES	Curious Copper Levels 3-8
GLASSY BLONDES	Beachy Blonde Levels 5-9
GLASST BLONDES	Gilded Gold Levels 5-9
GLISTEN GLASS	Glass All Hair Types

HOW TO FIND THE HUE THAT'S RIGHT FOR YOU



STEP 2

STEP 1 MATCH BASE HAIR COLOR TO APPROPRIATE LEVEL.

SELECT APPROPRIATE STAINED GLASS SHADE.

Slide the included color reference card left or right inside the sleeve to match your base hair color level with an appropriate Stained Glass shade.

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		RAL			DEL	
	С	RADIOACTIVE RED (NIVELES 2-7)	LOVE	CREAM	DELICIOUSLY	BE DE
	CURIOUS CO			У СНОСО	DARK (NIVELES 2-7)	BROWN (NIVELES 2-7)
GILDED GOLD (MIVELES 5-9)	BEACHY BLONDE (NIVELES 5-9)	VELES 2-7)	LOVELY LAVENDER (NIVELES 2-8)	CREAMY CHOCOLATE (NIVELEES 3-8)	VELES 2-7)	VELES 2-7)
2	ELES 3-8)		ELES 2-8)	ELES 3-8)		
	(NIVE					



