



I . A R T

COLOUR CHART



T E M P R A

WHAT IS TEMPRA?

TEMPRA IS A SEMI-PERMANENT HAIR DYE.

Fast, simple and extremely versatile. It's the perfect tool for colourists to easily express their creativity. Formulas are designed with the maximum concentration of the most vibrant, pure and vegan pigments, beneficial for hair and scalp.

You can literally play and express your Art, meanwhile TEMPRA nourishes and dyes hair with intense, rich and vibrant shades. Colour fades in an incredibly gentle way with no unwanted tones. Colour gets lighter wash after wash, keeping its nature and becoming even more fascinating.





ANGELO
WHITE

OLEGNA
BLACK

BALLERINE
LIGHT PINK

BLU DI CIELO
LIGHT BLUE

ARLES
DARK BLUE

OBSTINATE
POWDERY BLUE

TOULOUSE
LILLA



IRIS
VIOLET

BOREAS
VIOLETT

REDVARD
RED

SENTIERO
ROSE GOLD

MOTHER
SILVER

LEO
SAND

SCHIELE
GREEN



MEDUSA
DARK GREEN

FLAMING JUNE
PEACH

SENECIO
ORANGE

NAPOLI
CAMEL

FASHIONABLE27
YELLOW

VASSILY
INTENSE PINK

PERFORMANCE

THE OUTCOME VARIES ACCORDINGLY WITH THE HEIGHT OF TONE OF THE HAIR

The deeper TEMPRA colours must be applied from level 7 on, while lighter colours or pastel tones perform better starting from level 8 upwards.
The lighter the hair, the more vibrant the colour will be. The healthier the hair, with homogeneous porosity, the better the result.



10
LEVEL

9
LEVEL

8
LEVEL

7
LEVEL

| | 10 LEVEL | 9 LEVEL | 8 LEVEL | 7 LEVEL |
|----------------------|----------|---------|---------|---------|
| ANGELO | | | | |
| OLEGNA | | | | |
| BALLERINE | | | | |
| BLU DI CIELO | | | | |
| ARLES | | | | |
| OBSTINATE | | | | |
| TOULOUSE | | | | |
| IRIS | | | | |
| BOREAS | | | | |
| REDVARD | | | | |
| SENTIERO | | | | |
| MOTHER | | | | |
| LEO | | | | |
| SCHIELE | | | | |
| MEDUSA | | | | |
| FLAMING JUNE | | | | |
| SENECIO | | | | |
| NAPOLI | | | | |
| FASHIONABLE27 | | | | |
| VASSILY | | | | |

FADING PROCESS

OUTCOME AFTER 1-5-10 WASHES



10 LEVEL

AFTER 1 WASH AFTER 5 WASHES AFTER 10 WASHES

8 LEVEL

AFTER 1 WASH AFTER 5 WASHES AFTER 10 WASHES

| | 10 LEVEL | | | 8 LEVEL | | |
|----------------------|--------------|----------------|-----------------|--------------|----------------|-----------------|
| | AFTER 1 WASH | AFTER 5 WASHES | AFTER 10 WASHES | AFTER 1 WASH | AFTER 5 WASHES | AFTER 10 WASHES |
| ANGELO | | | | | | |
| OLEGNA | | | | | | |
| BALLERINE | | | | | | |
| BLU DI CIELO | | | | | | |
| ARLES | | | | | | |
| OBSTINATE | | | | | | |
| TOULOUSE | | | | | | |
| IRIS | | | | | | |
| BOREAS | | | | | | |
| REDVARD | | | | | | |
| SENTIERO | | | | | | |
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| SCHIELE | | | | | | |
| MEDUSA | | | | | | |
| FLAMING JUNE | | | | | | |
| SENECIO | | | | | | |
| NAPOLI | | | | | | |
| FASHIONABLE27 | | | | | | |
| VASSILY | | | | | | |

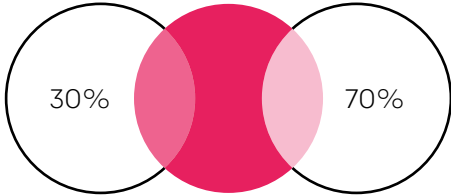
Washed with a gentle, sulfate free shampoo. These results refer to a test run with TEMPRA colours on perfectly bleached hair. Results may vary depending on the quality of bleach and health of hair.

HOW TO DILUTE WITH ANGELO

SUPER CONCENTRATED COLOURS, INTERMIXABLE AND DILUTABLE WITH ANGELO, TO ACHIEVE A PASTEL EFFECT



VASSILY
PURE COLOUR



ANGELO **COLOUR** ANGELO



VASSILY
DILUTE COLOUR



HOW TO USE TEMPRA

METHOD AND TECHNIQUE TO ACHIEVE THE PERFECT OUTCOME.

PREPARE THE CANVAS.

Properly bleached and prepared hair must be clean and dry, without conditioners or treatments, to avoid any barrier effect. You might want to tone the hair to neutralize eventual unwanted yellow/copper tones, before applying TEMPRA.

APPLICATION.

Prepare the colour, squeezing it directly from the tube, into a clean, non-metallic bowl. Mix the colours following your inspiration. No developer needed. Apply the colour saturating the hair with the brush on sections of 1.5 cm. Brush with energy first vertically and then horizontally. To check if you have created the desired mix, you always

need to test one strand before proceeding with the whole head. The colour doesn't oxidate: what you see is what you get. If the hair is properly bleached.

PROCESSING TIME.

Room temperature, for about 25-40 minutes (no heat needed). We recommend the maximum processing time to give the best colour results.

RINSE.

Rinse well with tepid/cold water with high pressure. Do not shampoo the hair.

FAQ

How soon can I wash my hair after the application in the salon? We recommend not shampooing for 48 hours after application. Then always prefer sulfate-free shampoos and use lukewarm water to rinse. Massage the shampoo into your scalp, focusing on the root area and let the foam run off the lengths.

Can TEMPRA be processed under a heat source? No. Heat is not recommended.

Can TEMPRA be used as, or together with, an oxidation colour service? TEMPRA is not a permanent colour and no developer is needed to activate it. We recommend to close every oxidative processes (bleach, permanent colouring, toner) before application. After that, wash your hair (use only shampoo, do not use conditioner) and apply TEMPRA colour on clean, dry hair, following the instructions, at room temperature.

How do I use ANGELO? ANGELO is a clear colour formulated to dilute other colours, making them lighter. It can also be used alone as a wonderful gloss to add shine.

Does TEMPRA cover gray hair? Not really. Natural white and gray hair have a different texture, so some colours may struggle a bit to set. We may recommend a clarifying shampoo before application, to help colours sit.

Should I expect some unwanted tones? When formulating your TEMPRA mix there are two aspects to consider: THE RESIDUE AFTER THE BLEACH + THE HEIGHT OF TONE. Based on the combination of colour and bleached hair, please use the rules of colourimetry and add those pigments that will neutralize unwanted tones.

How can I prevent colours from contamination when rinsing? Never shampoo. Use cold water with high jet pressure and rinse the dark shades first, keeping them in the wash unit separate from the light ones. TEMPRA technology prevents colours from contaminating each other.



LUNATICS

WHAT IS LUNATICS?

A LINE OF FAST PROGRESSIVE TONERS.

LUNATICS rapid toners are eclectic tools in the hands of the colourist who wants to create a unique-toned blonde, correct the outcome of a bleaching process, or push the boundaries to explore the most astonishing lunar tones.

The pigment-rich formula is designed to transform from a gentle

tone corrector of unwanted shades into a true low-oxidation colour with bold, metallic, and intense tones.

The packaging is surreal. Images are believable but impossible, generated for the first time in the industry through the use of artificial intelligence. It's a challenge that led to an extremely romantic and tasteful outcome.





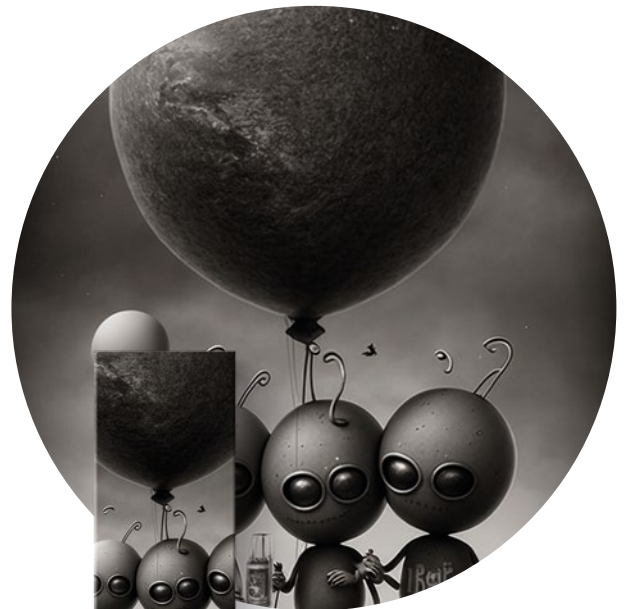
APRILE
ROSE GOLD



BLUEMOON
BLUE



C.U.T.
BLUE GREY



MOONPARTY
NATURAL

PERFORMANCE

TONERS PERFORMANCE ON A
LEVEL 10 AFTER 2-10-20 MINUTES

LUNATICS toners can be applied starting from a level 8 and up. The processing time can range from 2 to 20 minutes, transforming from a gentle tone corrector of unwanted shades into a true low-oxidation colour with bold, metallic, and intense tones.



2

MINUTES

10

MINUTES

20

MINUTES

| | 2 MINUTES | 10 MINUTES | 20 MINUTES |
|-----------|-----------|------------|------------|
| APRILE | | | |
| BLUEMOON | | | |
| C.U.T. | | | |
| MOONPARTY | | | |



HOW TO USE LUNATICS

METHOD AND TECHNIQUE TO ACHIEVE THE PERFECT OUTCOME.

LUNATICS by I.ART is a line of fast progressive toners that can be mixed and applied, starting from a level 8 and up, with a variable processing time, ranging from 2 to 20 minutes. They allow you to add precious reflections (blue, natural, rose gold, blue/gray) to neutralize unwanted tones (yellow, orange) or to achieve a lunar reflection on your hair. They are perfect for preparing the base before applying our direct colours. The formula, enriched with natural conditioning agents, adds shine and softness to your perfect blonde.

APPLICATION

Mix the colour by squeezing it directly from the tube and create a mixture with I.ART activator V in a ratio ranging from 1:2 to 1:4, depending on how fast you want to get to the result. Leave it on for 2 to 20 minutes, depending on the level

of reflection intensity you wish to achieve. You can mix them freely with each other. After the processing time, rinse with shampoo and condition.

COLOURIST'S TIP

You can always mix LUNATICS toners together to create unique effects. Always keep colour theory in mind and choose the ones that are most suitable for neutralizing the tone that bothers you, such as purple vs. yellow, blue vs. orange. You can also use them to refine the bleaching process and neutralize unwanted reflections, even before applying TEMPRA direct colours, ensuring the perfect canvas for the ultimate result. Finally, you can use their lunar power to create blondes with unique reflections.

FAQ

When to use LUNATICS rapid toners? LUNATICS Rapid Toners work best on levels 8-9-10 bleached hair, perfect for prepping the hair for TEMPRA.

Should LUNATICS be mixed with developer? Always. LUNATICS is a system that needs to be activated using I.Art developers.

In what ratios? Mix 1 part toner to 2 parts developer for maximum pigment deposit.

What is the process time? LUNATICS toners are progressive and fast; you'll start to see results after 2 minutes. For a more intense result, leave them on up to 20 minutes. To slow down the deposit and keep it under control, dilute 1:3 or 1:4.

Should they be applied on dry hair? They can be applied either on dry or damp hair.

Can LUNATICS toners be mixed? Yes! Unleash your creativity and create the perfect shade for your client mixing different LUNATICS toners.

Can TEMPRA be mixed with LUNATICS? No, LUNATICS should be applied before TEMPRA colours.

When to apply shampoo? Always after a bleaching process and after the process time of LUNATICS. Never after the process time of TEMPRA.





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info@iarthaircare.com | 0383 47631
www.iarthaircare.com