



WILD COLOR™

— PRECISION DYE TECHNOLOGY —

SPECIAL HELICHRYSUM ITALICUM & OIL EDITION

ARGAN • OLIVE • JOJOBA

HAIR COLOR TECHNICAL MANUAL



WILDWORLDHAIR
MILANO
MADE IN ITALY

www.wildworldhair.com





SIMPLE & EASY TO FOLLOW THE PERFECT COLORATION

NO NEED TO MIX IT UP!

**230 READY COLORS TO CHOOSE
WITH 96 OF THE WORLD'S MOST
RENOWNED NATURAL SHADES.**

LEVEL & SHADE



7.34

DEPTH
OF
COLOR

PRIMARY
REFLECT

SECONDARY
REFLECT

LEVEL & SHADE

NATURAL COLORS

- 1N BLACK
- 2N DARKEST BROWN
- 3N DARK BROWN
- 4N BROWN
- 5N LIGHT BROWN
- 6N DARK BLONDE
- 7N BLONDE
- 8N LIGHT BLONDE
- 9N VERY LIGHT BLONDE
- 10N PLATINUM BLONDE

REFLEX COLORS & SERIES CHART

- 1/A ASH
- 11/AA INTENSIVE ASH
- 2/V VIOLET
- 22/VV INTENSIVE VIOLET
- 3/G GOLD
- 33/GG INTENSIVE GOLD
- 4/C COPPER
- 44/CC INTENSIVE COPPER
- 5/M MAHOGANY
- 55/MM INTENSIVE MAHOGANY
- 6/R RED
- 66/RR INTENSIVE RED
- 7/CB COOL BROWN
- 8/WB WARM BROWN

THE REVOLUTION OF HAIR COLOR

WILD COLOR is presented in a format of 180 ml, it has a dilution ratio of 1:2, when mixed with 360 ml of a **WILD COLOR** oxidizing emulsion in cream, it allows you to attain 540 ml of a complete product, giving approximately 5 applications of hair dye.

WILD COLOR has ultra-modern colors, which offers a large variety of **230 colors, including a unique world renowned range of 11 series of naturals with 96 shades to choose from.** So without having to mix the colors, any natural coloration needed can be restored.

A wide range of 89 Fashionable shades, 6 Special Performance for Men and 18 Direct shades to set your fantasy free.

All permanent shades are formulated to 100% grey coverage.

The high standards of production enable a control of the pigments, which has never been achieved before. The colors of **WILD COLOR** are designed to have **STOICHIOMETRICALLY BALANCED FORMULAS.** Professional users are guaranteed safety and quality. In addition **WILD COLOR** is prepared for the strictest regulations in the world.

Furthermore, the concerning growth in global development, it has now become necessary to create specific hair color lines due to the increase in allergies and sensitization.

96 NATURAL HAIR COLORS

to choose your favourites from

89 FASHION PERMANENT HAIR COLORS

no limits to creativity

5 FASHION ALL FREE HAIR COLORS

no PPD, no Ammonia, no Resorcinol and no Parabens

18 FASHION AMMONIA FREE HAIR COLORS

Ammonia free

18 DIRECT HAIR COLORS

set your fantasy free

6 SPECIAL PERFORMANCE FOR MEN

designed for a male's needs

LEVEL	SHADE NAME	DOMINANT PIGMENT	NEUTRALIZING BASE	
1	BLACK	BLUE		
2	DARKEST BROWN	BLUE/VIOLET		
3	DARK BROWN	VIOLET		
4	BROWN	RED/VIOLET		
5	LIGHT BROWN	RED		
6	DARK BLONDE	RED/ORANGE		
7	BLONDE	ORANGE		
8	LIGHT BLONDE	YELLOW/ORANGE		
9	VERY LIGHT BLONDE	YELLOW		
10	LIGHTEST BLONDE	PALE YELLOW		

8 NATURAL PERMANENT HAIR COLOR SHADES

N	1	2	3	4	5	6	7	8	9	10
N/O	1		3	4	5	6	7	8	9	10
N/W		2	3	4	5	6	7	8	9	10
N/S	1		3	4	5	6	7	8	9	
N/G		2	3	4	5	6	7	8	9	10
N/A	1	2	3	4	5	6	7	8	9	10
N/M		2	3	4	5	6	7	8	9	10
N/R			3	4	5	6	7	8	9	

FASHION PERMANENT HAIR COLOR

BEIGE				5.32 - 5B	6.32 - 6B	7.32 - 7B	8.32 - 8B	9.32 - 9B		
MATT NATURALS				4/2 - 4NM	5/2 - 5NM	6/2 - 6NM	7/2 - 7NM	8/2 - 8NM		
ASH				4.1 - 4A	5.1 - 5A	6.1 - 6A	7.1 - 7A	8.1 - 8A	9.1 - 9A	BB
INTENSIVE ASH SPECIAL MAN				4.11 - 4AA	5.11 - 5AA	6.11 - 6AA	7.11 - 7AA		5.111 - 5AAA	6.111 - 6AAA
GOLDEN				4.3 - 4G	5.3 - 5G	6.3 - 6G	7.3 - 7G	8.3 - 8G	9.3 - 9G	
INTENSIVE GOLDEN						6.33 - 6GG	7.33 - 7GG	8.33 - 8GG	9.33 - 9GG	
GOLD COPPER						6.34 - 6GC	7.34 - 7GC	8.34 - 8GC	9.34 - 9GC	
GOLD COPPER				4.4 - 4C	5.4 - 5C	6.4 - 6C	7.44 - 7CC	8.4 - 8C	9.4 - 9C	
MAHOGANY				4.5 - 4M	5.5 - 5M	6.5 - 6M	7.5 - 7M	5.55 - 7MM		
VIOLET		2.2 - 2V		4.2 - 4V	5.2 - 5V	6.2 - 6V		5.22 - 5VV		
RED	1.6 - 1R			4.6 - 4R	5.6 - 5R	6.6 - 6R	7.6 - 7R	8.6 - 8R		
INTENSIVE RED					5.66 - 5RR	6.66 - 6RR	7.66 - 7RR	8.66 - 8RR		
WARM BROWN					5.8 - 5WB	6.8 - 6WB	7.8 - 7WB	8.8 - 8WB		
COOL BROWN						6.73 - 6CB	7.73 - 7CB			
TABACCO				4.23 - 4T	5.23 - 5T	6.23 - 6T	7.23 - 7T			
SUPERLIFT SERIES	11.0 - SN	11.1 - SA	11.11 - SAA	11.3 - SG	11.13 - SB	12.0 - SNN	12.1 - SAA	12.3 - SSG	12/11 - SSAA	12/81 - SSPA
SPECIAL INTENSIFIERS	Y	O	R	V	B	G	S	DG	L	C

AMMONIA FREE PERMANENT HAIR COLOR

NATURAL AMMONIA FREE	1	2	3	4	5	6	7	8	9	10
ASH				4.1 - 4A		6.1 - 6A				
GOLDEN						6.3 - 6G		8.3 - 8G		
GOLD COPPER							7.34 - 7GC			
COPPER						6.4 - 6C				
MAHOGANY				4.5 - 4M						
VIOLET			4.2 - 4V			6.2 - 6V				
INTENSIVE RED					5.66 - 5RR	6.66 - 6RR	7.66 - 7RR			
WARM BROWN					5.8 - 5WB		7.8 - 7WB			
TABACCO					5.23 - 5T					
SUPERLIFT SERIES							12.1 - SAA			
SPECIALS	BB									C

ALL FREE PERMANENT HAIR COLOR

NATURAL ALL FREE	1	2	3	4	5	6	7	8	9	10
ASH								8.1 - 8A		
GOLDEN							7.3 - 7G			
BEIGE							7.32 - 7B			
TOBACCO						6.23 - 6T				
GOLD COPPER							7.44 - 7C			

DIRECT PERMANENT HAIR COLOR

NATURAL COLORS	1DC	5DC	6DC	7DC	8DC						
CRAZY COLORS	YELLOW	ORANGE	RED	VIOLET	BLUE	GREEN	CLEAR	ANTHRACITE	STEEL	ICE	
CRAZY COLORS	BORDEAUX	FUCHSIA	AQUA	ROSE	MINT	LAVENDER	TURQUOISE	PEACH			

WILD COLOR™

PEROXIDE CHOICE

SIMPLY BUT IMPORTANT NOTIONS



WILD COLOR developer is the perfect complement for Wild Color hair color. A formulated cream rich in emollients, easy to apply, reduced in skin sensitization and overall an excellent cosmetic result.

BASE CHOICE OF VOLUME CREAM DEVELOPERS

5 VOL. (1,5%)	FOR REPIGMENTATION
10 VOL. (3%)	TO DARKEN
20 VOL. (6%)	SAME LEVEL - 1 LEVEL OF LIFT SUPERLIGHTENERS /BLEACH
30 VOL. (9%)	FOR 2/3 LEVELS OF LIFT SUPERLIGHTENERS /BLEACH
40 VOL. (12%)	FOR 3/4 LEVELS OF LIFT SUPERLIGHTENERS /BLEACH



Apply on dry and unwashed hair.



30 minutes



Rinse the hair and apply after color shampoo (pH 4.5)

GREY HAIR COVERAGE

All permanent hair color shades of **WILD COLOR** are formulated to 100% grey hair coverage, therefore it is not necessary to mix the shades of **WILD COLOR** with natural based colors. If there is a visibility of grey hair due to a result of poor coverage, proceed with repigmentation or reduce the dilution ratio from 1:2 to 1:1,5.



THE COLORIMETRY

PRINCIPLES OF COLORIMETRY

PRIMARY COLORS

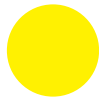
Primary colors are the root of every other color.
When combined, other colors are formed.



BLUE
(cool)



RED
(warm)



YELLOW
(warm)

3 primary colors of the same proportion generate
a neutral color.

SECONDARY COLORS

Secondary colors are the result of mixing two
Primary colors.



VIOLET



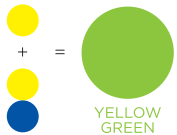
ORANGE



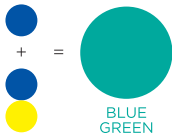
GREEN

TERTIARY COLORS

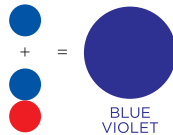
Tertiary colors is the resulting color formed when an equal amount of a primary
and a secondary color are mixed.



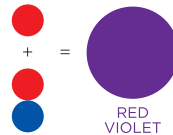
**YELLOW
GREEN**



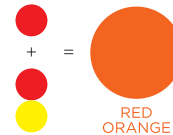
**BLUE
GREEN**



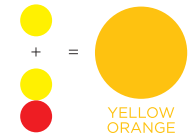
**BLUE
VIOLET**



**RED
VIOLET**



**RED
ORANGE**



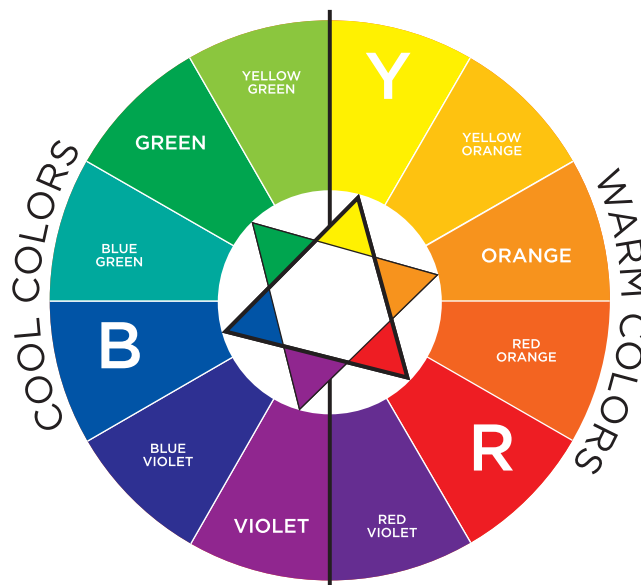
**YELLOW
ORANGE**

COMPLEMENTRY COLORS OR COLOR CONTRAST

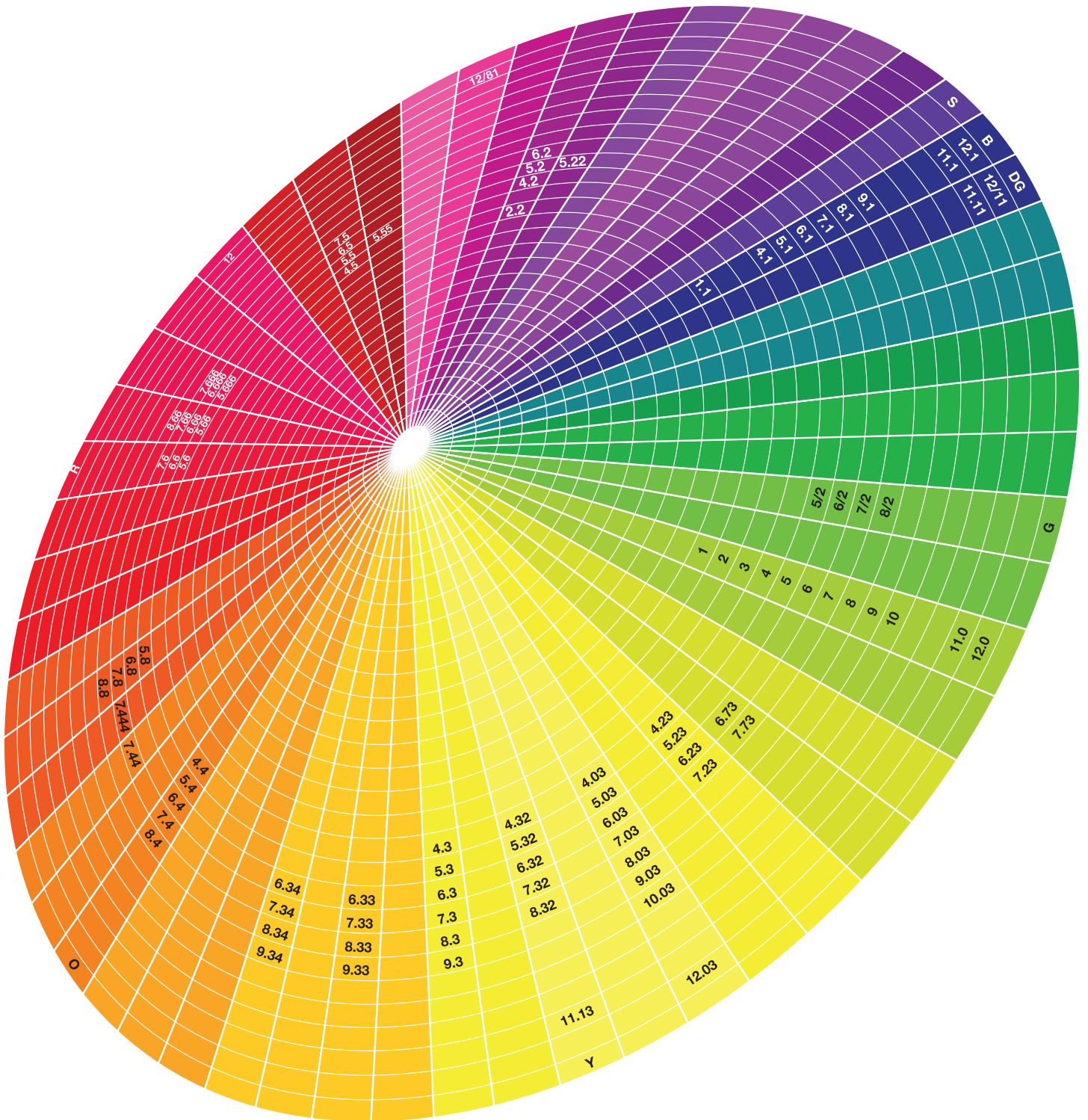
When a primary color and a secondary color, on opposite sides of the color wheel, are mixed together,
they are considered complementary colors. The further away the colors are from each other, the higher
the contrast, causing the colors to neutralize.



THE COLOR WHEEL



A NEWTON DISK



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ARGAN • OLIVE • JOJOBA

PERMANENT HAIR COLOR • PERMANENTE HAARFARBE • COLOR PERMANENTE • COULEUR PERMANENTE •
COLORAZIONE PERMANENTE • كريم صبغة الشعر • КРЕМ-КРАСКА ДЛЯ ВОЛОС

CAUTION
DO NOT SWALLOW.
KEEP OUT OF REACH OF CHILDREN.
READ SAFETY INSTRUCTIONS
BEFORE OPENING.
CONTAINS NOT MORE THAN
74 g/kg AMMONIA,
25 g/kg PHENYLENEDIAMINE
AND 35 g/kg TOLUENEDIAMINES

CAUTION
DO NOT SWALLOW.
KEEP OUT OF REACH OF CHILDREN.
READ SAFETY INSTRUCTIONS
BEFORE OPENING.
CONTAINS NOT MORE THAN
24 g/kg AMMONIA,
25 g/kg PHENYLENEDIAMINE
AND 35 g/kg TOLUENEDIAMINES

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SPECIAL HELICHRYSUM ITALICUM & OIL EDITION

ARGAN • OLIVE • JOJOBA

• PERMANENT HAARBEARBE • COLOUR PERMANENTE • COULEUR PERMANENTE • COLORAZIONE PERMANENTE • KREIM-KRASKA FÜR HAARE • كريم صبغ الشعر

6 fl.oz / (170 g) / 180 ml e

WILD COLOR™
— PRECISION DYE TECHNOLOGY —