

# SALES TOOLS

MODA &  
STYLING



## ABSTRACT

- 1| Elgon and the color philosophy
- 2| Moda&Styling coloration
- 3| Coloring techniques and use specifications
- 4| The Color Evolution series

# 1 | ELGON AND THE COLOR PHILOSOPHY

Color is a trend setter. The coloring service makes up for 60-80% of a hair stylist's turnover. Currently, in Western countries over 90% of women dye their hair, in the various way at their disposal, permanent with oxidation or semi-permanent or also with direct colorants.

Elgon is a leading company in coloring services, offering product lines with usage possibilities and a wide range are able to support the stylist in their main service without stifling their creativeness. Elgon's coloring lines are therefore designed to complement one another, to create unique, custom made services, for the differing needs of every type of hair, always guaranteeing utmost reliability and hair brightness, together with gray hair coverage.

Elgon's oxidation coloring lines are:

**COLOR CREAM MODA&STYLING** 125 grams tube in 86 nuances

**PRIMARIA** 75 grams tube in 77 nuances

**MOOD** 100 grams tube in 77 nuances

## Elgon's coloring numbers

Every company has its own way of communicating its color scale based on consolidated habits in its own country and market. While natural colors are coded similarly, hues or tones numbers can vary significantly from one company to another.

In Elgon the **first number** indicates the **tone level**.

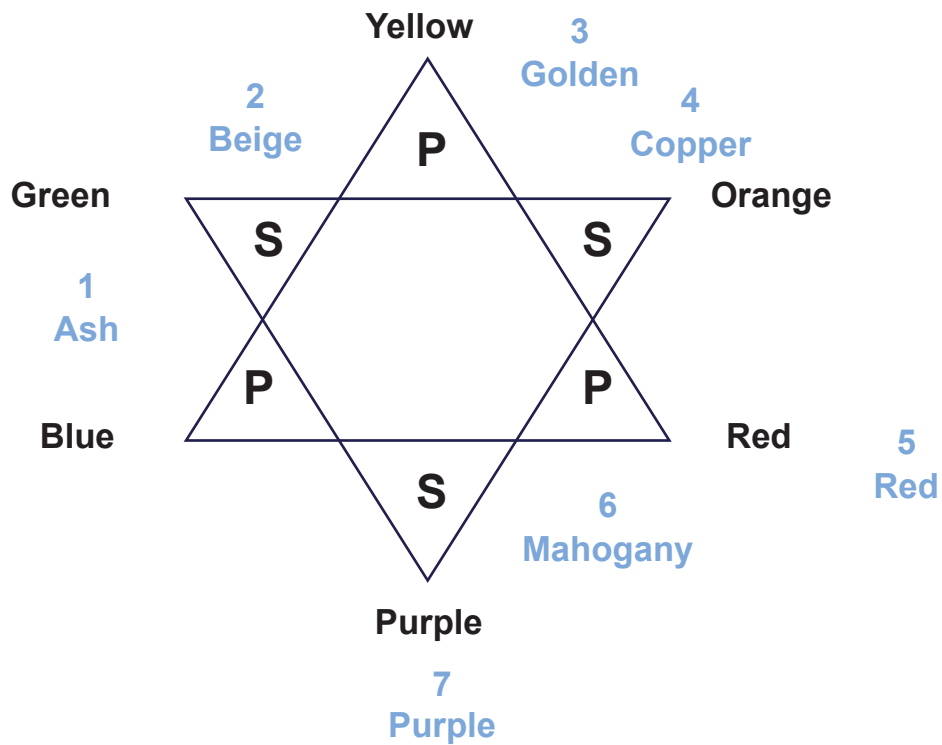
Natural colors series	
10	platinum
9	very light blonde
8	light blonde
7	blonde
6	dark blonde
5	light brown
4	brown
3	dark brown
1	black

*Elgon does not identify 2 because it is not very different from black.*

The **second number** (separated from the first by a comma or by /) indicates the **primary hue**. **Zero** stands for **natural**.

/0	natural
/1	ash
/2	beige
/3	golden
/4	copper
/5	red
/6	mahogany
/7	purple

The **second number after the comma** (or after the point or the /) indicates the **secondary hue**, e.g.: 6/34 indicates a golden copper dark blonde.  
 Elgon's number codings follows the colorimetric scale clockwise. Not all companies follow this classification:



- p= primary color
- s= secondary color

## 2| MODA&STYLING COLORING

It is Elgon's main oxidation coloring line introduced in the early nineties. Moda&Styling is present all over the world thanks to its technical features and to the color result it allows.

FEATURES						
DESCRIPTION: PERMANENT COLOR IN CREAM						
MISSION □	TARGET	NEED	COMPOSITION	LINE PLUS	MERCHANDISING	BENCHMARKING
<p>Maximum color brightness</p> <p>Be the professional's favorite tool in the salon</p>	Professionals	<p>Coverage of gray hair</p> <p>Provide fashion color services</p>	86 nuances divided in 11 series, plus Color Evolution series	<p>Even and long-lasting color</p> <p>Extremely bright color</p> <p>Perfect coverage of gray hair</p> <p>Low ammonia content</p> <p>Softening and moisturizing components</p> <p>125 grams package which allows savings</p> <p>0/0 lightening enhancer for all colors (lightens all tone levels and enhances the lightening effect)</p> <p>5 VOLUMES: allows the maximum color deposit without lightening</p> <p>3 correctors: blue, red and purple</p>	<p>Bowls</p> <p>Brushes</p> <p>Cutting capes</p>	<p>Some market players propose very pronounced colors, like Wella. Its colors are very covering, but much "harder", not natural-looking, not always liked by hair stylists.</p> <p>L'Oreal colors have very natural and light shades, not very effective in covering gray hair.</p> <p>Colors from TestaNera, with an Anglo-Saxon philosophy, are characterized by very pronounced tones and shades.</p> <p>Elgon colors are more "mixable", allow more creativeness by the stylist; i.e they are less "do it yourself" colors than those of multinationals, and they do not empty stylists' professionalism. Thanks to the two natural series the stylist can meet the customer's different needs, in the coverage and in the lightness of shades.</p> <p><i>Each nuance in the series has a distinctive feature</i></p>

## Features

- 125 ml tube (product amount for two applications)
- 70 nuances + 16 new ones
- 1 + 1 dilution
- Double pigment special series
- 2 natural series - soft/strong; 100% intense
- PH 9,5 – 11,00

DEVELOPING TIME: 35 minutes for gray hair coverage, 45 minutes for superlighteners.

## Moda&Styling color families

1. Natural
2. Ash
3. Golden
4. Copper - Fashion
5. Red
6. Mahogany
7. Purple - Fashion
8. Sensuà
9. Sensua Deep
10. Super Lighteners (for this nuance a 1:2 dilution is recommended)
11. Correctors
12. Color Evolution, composed of:
  - a. 6 double pigment natural
  - b. 3 chocolate
  - c. 2 red
  - d. 2 copper
  - e. 2 superlight
  - f. nuance n.901 (it is a silver to be used during toning or in a mixture with blonde color to enhance the frost effect)

### Natural

1 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

### Ash natural

6NC - 7NC - 8NC

### Golden

4/36 - 5/3 - 5/34 - 6/3 - 6/34 - 7/3 - 7/34 - 8/3 - 8/33 - 9/3

### Red

5/5 - 5/56 - 6/5 - 6/55 - 6/56 - 6/57 - 7/5 - 7/57

### Purple Fashion

4/7 - 6/7

### Sensuà Deep

3/77 - 55/55 - 66/52 - 77/53

### Correctors

Blue - Red - Purple

### Ash

1/11 - 6/1 - 7/1 - 8/1

### Beige

8/23 - 9/23 - 10/23

### Copper - Fashion

6/Mk - 6/4 - 6/43 - 7/4 - 7/44 - 7/H - 7/45 - 8T

### Mahogany

4/6 - 4/65 - 5/6 - 6/6 - 6/65

### Sensuà

5MK - 7MK - 9MK - 11/3 - 11/1

### Super Lighteners

10/10 - 10/1 - 10/2 - 10/3 - 10/4 - 0/0

## Color Evolution

Natural

4cho - 5cho - 6cho

Red

6/50 - 7/55

Superlight

901 - 12/71 - 12/11

Chocolate

3/00 - 4/00 - 5/00 - 6/00 - 7/00 - 8/00

Copper

4/4 - 7/40

## Benefits of the product

1. It keeps the color even and bright over time with a high resistance to washings.
2. It uses 30 - 40% less ammonium than the other oxidation dyes; it is enough to change the chemical and physical structure of melanin without being aggressive to hair fiber (the low ammonium content also allows a less unpleasant smell when mixed with oxygen than other marketed dyes).
3. It uses an active coloring pigments concentration which allows a fuller, more even and longer lasting coloring, more resistant to washing than other dyes.
4. It contains lactic acid, with a softening and shining effect, and salicylic acid to make hair brighter, fuller and protected.
5. Moda&Styling is dermatologically tested.
6. It is very easy to apply.

## Additional results

- Very good coverage in all the nuances range.
- Maximum brightness.
- Very easy to mix with both liquid and cream oxygen.
- 0/0 a unifying base useful in all colors.
- Optimal bleaching with 30 vol. oxygen.
- Red range with a very good coverage, without mixing, with natural base with 50-60% gray hair.
- Hair tones are resistant and shiny in the following washings (even in more difficult nuances like red).
- The 125 ml. size is for 2.5 doses for each package, thus cost-effective.

### 3| COLORING TECHNIQUES AND USE SPECIFICATIONS

Moda&Styling coloring has multiple merits and its constant use allows stylists to know perfectly well the color results obtainable with the same coverage and natural effects.

With Moda&Styling the following results are obtained:

- Over 4 tones lightening with the super lightening series.
- Very wide range of natural and shiny nuances.
- High resistance to washings and light.
- Soft and creamy product.
- Easy to apply.

HOW TO USE			
STANDARD COLORING PROCESS			
	STANDARD MIXTURE	OXIDANT CREAM	DEVELOPING TIME
FIRST COLORING	50 ml. color	50 ml. 20 vol	35 minutes
TONING OR DARKENING	50 ml. color	50 ml. 10 vol.	30 minutes
RETOUCH	50 ml. color	50 ml. 20 vol.	25 minutes roots 10 minutes lengths

RELATED PRODUCTS		
OXIDANT CREAM - OXIGEN IN CREAM		
VOL. - %	POWER OF LIGHTENING OF OXIDATION COLOR	SPECIFIC USES
10 vol. 3%	Maximum color deposit, from 0-1 lightening level	1:1 to darken the level, to tone
20 vol. 6%	Standard developer tone-on-tone coloring 1-2 levels of lightening	1:1 perfect coverage of gray hair
30 vol. 9%	2-3 levels of lightening	1:1 lightening + coverage
40 vol. 12%	4-5 levels of lightening	1:2 maximum lightening with the superlightening series

Suggestions for use:

1. to reach perfect colorings it is recommended to use a mixture of two or more colors.
2. the higher the percentage of gray hair, the longer the developing time (up to 35/40 min).
3. the higher the desired level of lightening, the longer the developing time (about 45 min).

STANDARD GUIDE TO GRAY HAIR COVERAGE		
GRAY HAIR %	NATURAL SERIES COLOR	DESIRED TONE COLOR
Up to 30%	==	50 ml
From 31 to 60%	15 ml	30 ml
From 61 to 100%	25 ml	25 ml

## Correctors

Pure tones which allow to neutralize undesired shades or create color variations.

3 colors: red, purple, blue

Correctors (red, purple, blue) are used to enhance the shade or to mitigate an undesired shade. They act by oxidation, and mixed with color they enhance the Moda&Styling range shades. They can be used alone to tone lightened or decolorated hair to give special effects.

Usage:

- To enhance the shade of any nuance of Moda & Styling color
- To restore a balance of the fantasy nuance in case of mixing with a natural nuance

Quantity: up to 1/4 of the Moda&Styling color mixture.

## 4| THE COLOR EVOLUTION SERIES

Color Evolution was introduced in 2007 to enlarge the Moda&Styling coloring range. The chocolate colors in the series are 3 nuances of brown, with colder colors than the standard MK series.

The 6 natural colors provide a more intense color (00) with double intensity, besides perfectly covering gray hair, of course.

The standard series also includes the two new auburn colors with darker tones, 4/4 and with a new intermediate tone, 7/4, providing liveliness to the whole auburn range.

The two new red have a double pigment (6/50) and one is intense (7/55), both characterized by high persistence of shades.

ColorEvolution also includes the SuperLight series, with two frosty superlighteners (12/71 e 12/11) to better counter the natural red pigment and to obtain the classic Nordic blondes, and nuance 901, a very light blonde.

## 5| LIGHTENING ENHANCER 0/0 CREAM

**It is a multi-purpose unique product; it is a cream, without any color intermediate, to dilute the tone and create a lighter nuance.**

The uniquely formulated 0/0 cream helps the professional to offer the coloring service. By adding 0-15 grams Extra Bianco (white) in the colorations the lightening power is enhanced. Used alone, as decolorant, it offers good lightening results (3-4 tones at 40 vol.), protecting hair.

**How to use:**

- In a mixture with the color on refractory gray hair, it enhances gray hair coverage.
- In a mixture with the color to increase the lightening effect.
- In a mixture with the color to provide a more custom-made result and mitigate the shades.
- Alone on colored hair to mitigate the tone intensity or create shaded effects.



**It is an optimal support for all the technical works in the salon.**

**- Refractory gray hair coverage**

Use up to 5-10 grams in a mixture with 50 grams of the selected Moda&styling color.

It enhances color penetration into the hair. It is used only on refractory hair.

**- Enhancement of lightening on dark bases**

Use up to 15 grams in a mixture with 35 grams of the selected color.

Developing time as per instructions, without using heat sources.

<b>HOW TO USE</b>				
<b>DOSE 0/0</b>	<b>IN MIXTURE</b>	<b>OXIDANT CREAM</b>	<b>RESULT</b>	<b>LEVEL OBTAINED</b>
5 ml	45 ml n. 5-6-7	50 ml 20 vol.	Excellent coverage Excellent evenness Excellent shine	Identical
10 ml	40 ml n.8	50 ml 20 vol.	Good lightening Excellent evenness Excellent coverage Excellent shine	N. 8.-1/2 = half a tone lighter
25 ml	25 ml n.8	50 ml 20 vol.	Strong lightening Good evenness Good shine	N. 9 0 one tone lighter
25 ml	25 ml n. 10 - 10/1 - 12/71 - 12/11	100 ml 40 vol.	Maximum lightening Eliminates color stripes	Super lightener
15 ml	35 ml n.6/5 - 6/6	50 ml 20 vol.	Excellent evenness Excellent shine Bright color	Half a tone lighter than the number used (e.g. 6/5 to 7/5 6/6 to 7/6)
50 ml	Direct application	100 ml 40 vol.	4-5 tones lightening	Super lightener (no on scalp) yes for partial lightenings on the lengths

## The other lines: MOOD and Primaria

The Mood line products contain hamamelis and chamomile botanical extracts with further soothing and calming effect. The two lines have the following features different from Moda&Styling:

### Primaria:

- 75 ml size
- Dilution 1:1
- Classic coloration
- 2 series of natural colors
- 100% gray hair coverage
- Number of nuances 61 + 16 evolution

### Mood:

- 100ml size
- Young target
- Based on trace elements, botanical extracts, chamomile and hamamelis
- 100% gray hair coverage
- Number of nuances 61 + 16 evolution

Both Mood and Primaria include the 0/0 cream as lightening enhancer, designed with the related features of the two lines.