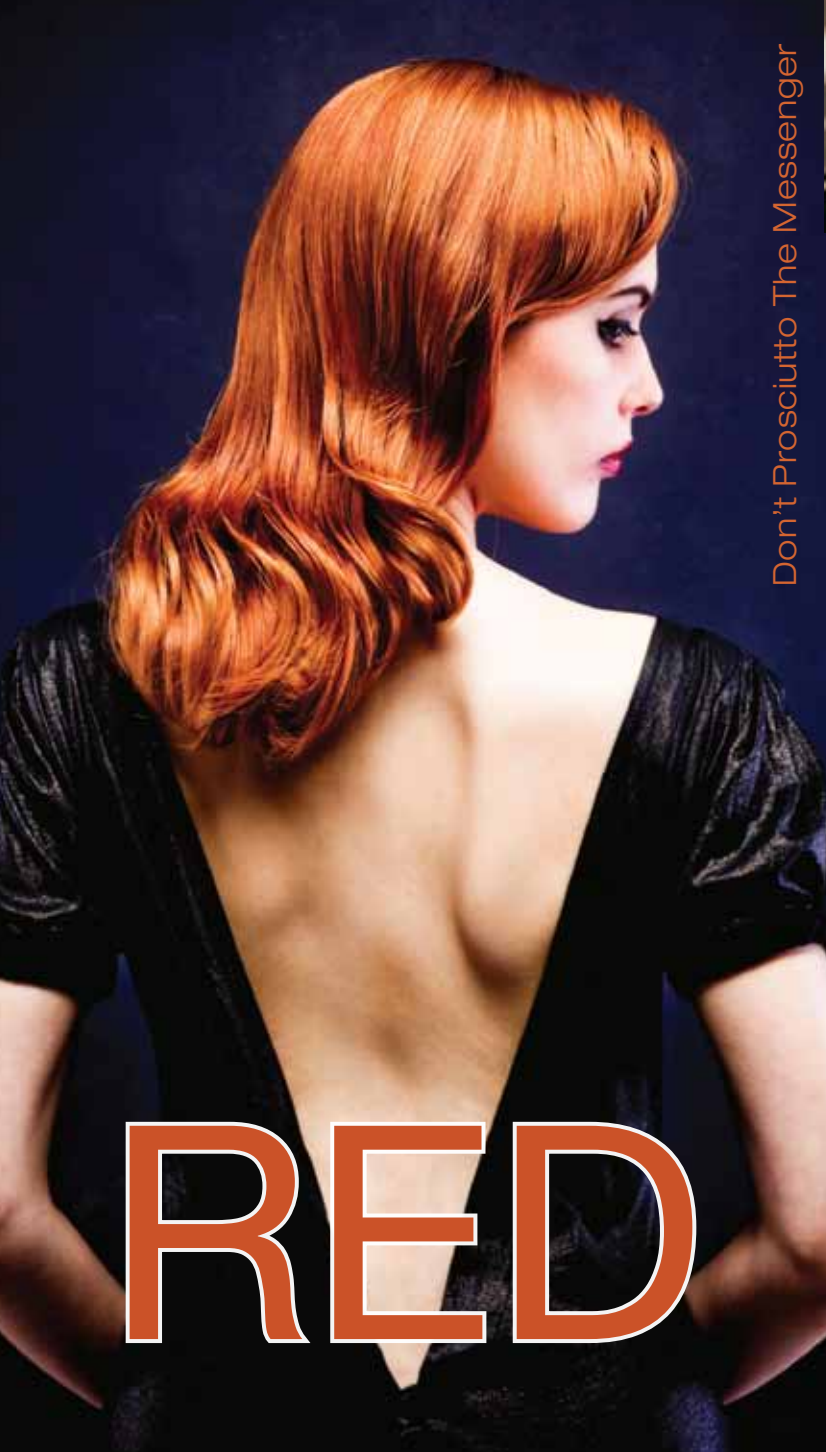


WHAT'S YOUR COLOR PERSONALITY?™

You know the color on your nails. You know the color on your lips. But do you know the color your hairdresser puts on your hair? With over 100 Color Personalities to choose from, Aloxxi is changing the way you experience salon hair color by introducing a unique, interactive consultation experience. The end result brings together standout hair color products and the talent of the hairdresser that can transform you into a Blonde Bambino™, A Brunette for Casanova™ or a Florentine Dream® - - or any hair Color Personality that defines who you are!



Don't Prosciutto The Messenger



Fast Lane In Ferrara



Penne For Your Thoughts



Lucca Me,
Lucca You



Penny In The Trevi



Michaelangelo's Passion



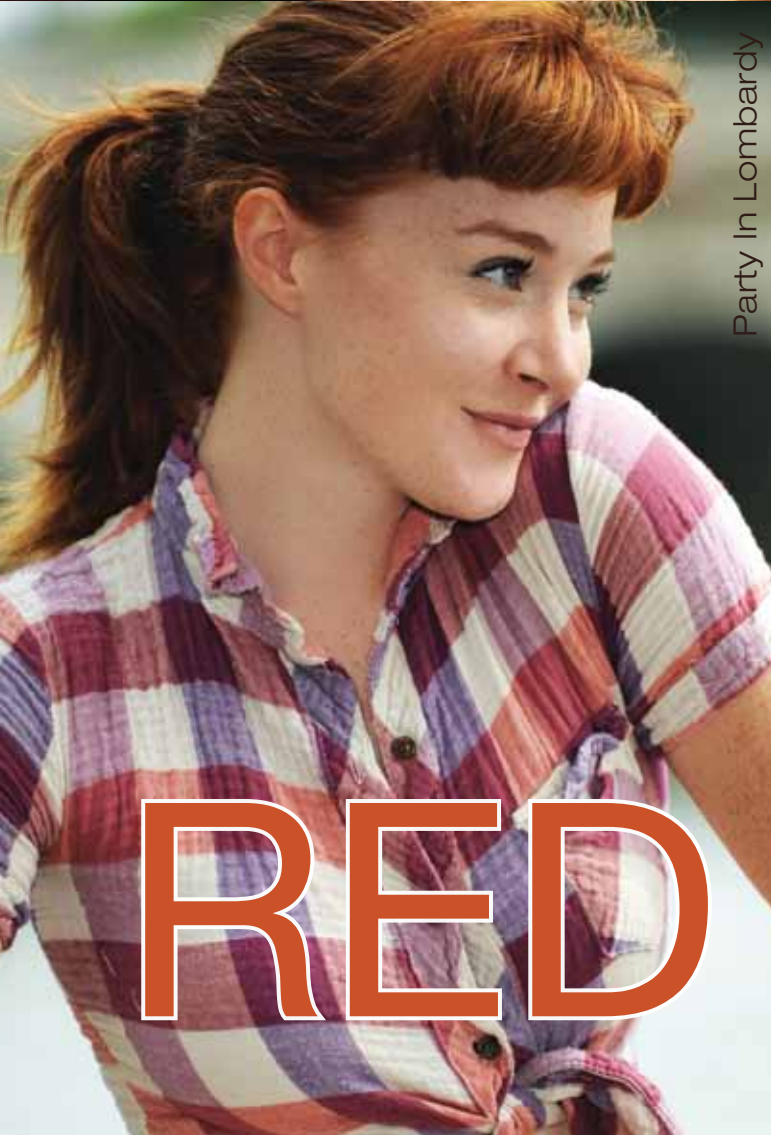


Don't Prosciutto The Messenger



Romantic Rafaello

Don't Prosciutto The Messenger



Party In Lombardy



Lucca Me, Lucca You



Ravish Me In Ravenna



It's All Italian To Me



RED

8GG
8.33

**AMARETTO
PERFETTO®**
Light Intense
Golden Blonde



8K
8.4

**DON'T
PROSCUITTO
THE
MESSENGER®**
Light Copper
Blonde
TONES



8R
8.6

SAN REMO VINO®
Light Red Blonde



7RK
7.64

**FAST LANE
IN FERRARA®**
Medium Red
Copper Blonde



7K
7.4

**PENNY IN
THE TREVI®**
Medium Copper
Blonde



7XR
7.66

FIRENZE FIRE®
Medium Intense
Red Blonde



7R
7.6

**MICHAELANGELO'S
PASSION®**
Medium Red Blonde
(Formerly 7RR)
TONES



7RG
7.63

**FLAME OF
VESUVIUS®**
Medium Red
Golden Blonde
(Formerly 7R)



7V
7.5

VA VA VERONA®
Medium Mahogany
Blonde



6RK
6.64

**RAVISH ME
IN RAVENNA®**
Dark Red
Copper Blonde



6K
6.4

**PARTY IN
LOMBARDY®**
Dark Copper Blonde
TONES



6XR
6.66

**RED-Y FOR
A RENAISSANCE®**
Dark Intense
Red Blonde





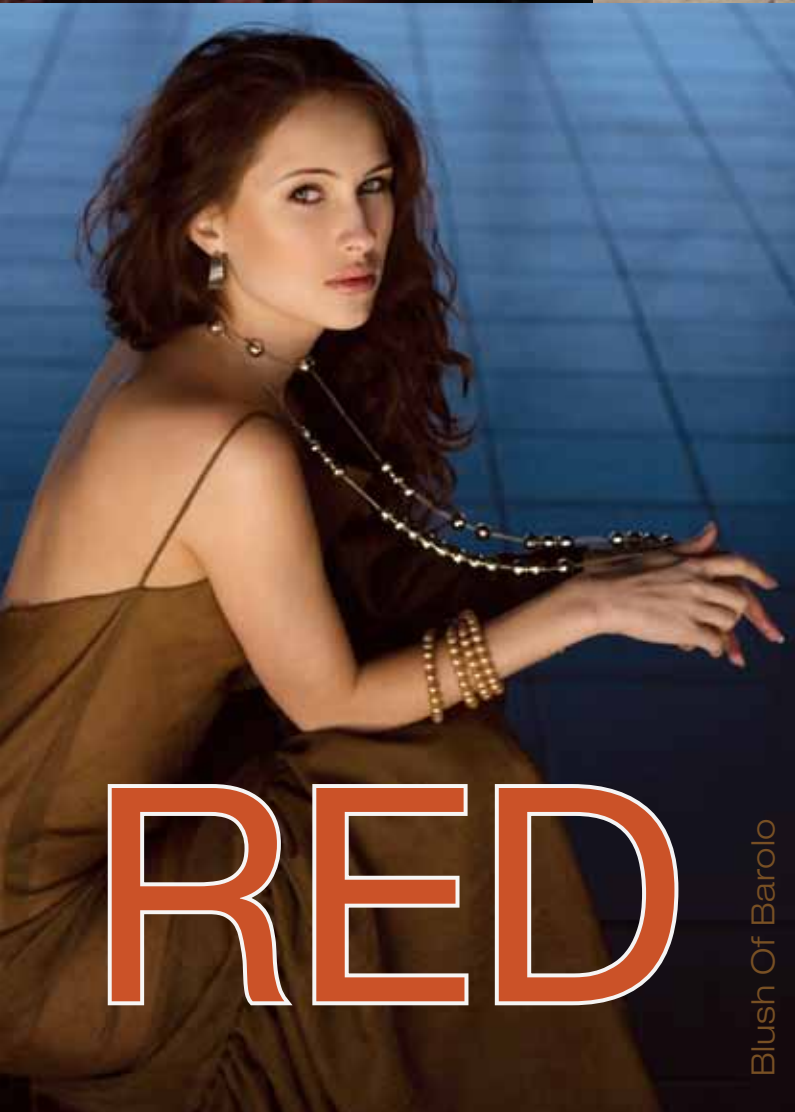
Firenze Fire



Party In Lombardy



Fast Lane in Ferrara



RED



Puccini And Me



Como Crimson



Veni-Vedi-Vici

Blush Of Barolo

RED • ROUGE • ROJO • ROT

6R
6.6

**AFFAIR
DEL FRESCO™**
Dark Red Blonde
(Formerly 6RR)
TONES



6RG
6.63

**LUCCA ME,
LUCCA YOU®**
Dark Red
Golden Blonde
(Formerly 6R)



5RK
5.64

**PUCCINI
AND ME®**
Light Red
Copper Brown



5K
5.4

**ROMANTIC
RAFAELLO®**
Light Copper Brown



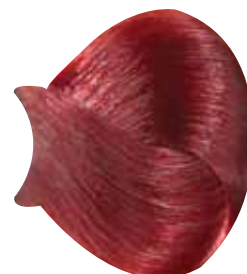
5XR
5.66

VENI-VEDI-VICI
Light Intense
Red Brown



5R
5.6

**COMO
CRIMSON®**
Light Red Brown
(Formerly 5RR)
TONES



5RM
5.65

**BLUSH OF
BAROLO™**
Light Red
Mahogany Brown
(Formerly 5R)



5V
5.5

**CACCIATORE ME
IF YOU CAN®**
Light Mahogany
Brown



4RK
4.64

**POSITANO
PERFECTO®**
Medium Red
Copper Brown



4K
4.4

**MURANO
GLOW®**
Medium Copper
Brown



4XR
4.66

**TREASURE
OF TRIESTE®**
Medium Intense
Red Brown



4RM
4.65

**VALENTINO'S
DELIGHT**
Medium Red
Mahogany Brown
(Formerly 4R)

