



EVERY Green

DECO



* Deco-9 and Deco-Clay
** Deco-Oil

LIGHTENING
System

EVERYGreen PRESENTS:

EVERY Green DECO

α **NEW 360° LIGHTENING SYSTEM,**

suitable for all lightening systems, whilst fully preserving **HAIR** and **SCALP**.

Its **INNOVATION** lies in its extreme versatility and ease of use: indeed, the synergy of products forming it offers the chance to create various combinations for as many lightening techniques, to be applied not just on **HAIR**, but also directly on the **SCALP**.

The system includes **3 PRODUCTS**,
each with **SPECIFIC HIGH-PERFORMANCE PROPERTIES:**

DECO-9

GREY LIGHTENING POWDER FOR HAIR

LIFTS UP TO 9 SHADES - ANTI-YELLOW ACTION

DECO-CLAY

WHITE LIGHTENING POWDER FOR HAIR

FOR FREE HAND TECHNIQUES - LIFTS UP TO 7 SHADES

DECO-OIL

LIGHTENING OIL FOR HAIR

LIFTS UP TO 5 SHADES



LIGHTENING System



*Deco-9 and Deco-Clay
**Deco-Oil

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DECO-CLAY

POLVERE DECOLORANTE BIANCA
PER CAPELLI
PER TECNICHE A MANO LIBERA
FINO A 7 TONI DI SCHIARITURA

WHITE LIGHTENING POWDER
FOR HAIR
FOR FREE HAND TECHNIQUES
LIFTS UP TO 7 SHADES

CON ARGILLA BIANCA ED OLI BIOLOGICI
DI MELOGRANO E ALBICOCCA
WITH WHITE CLAY AND POMEGRANATE
AND APRICOT ORGANIC OILS

LOW AMMONIA

500 g e - 17.60 oz. U.S./E.U.



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DECO-9

POLVERE DECOLORANTE GRIGIA
PER CAPELLI
FINO A 9 TONI DI SCHIARITURA
AZIONE ANTIGIALLO

GREY LIGHTENING POWDER
FOR HAIR
LIFTS UP TO 9 SHADES
ANTI-YELLOW ACTION

CON OLI BIOLOGICI DI MELOGRANO ED ALBICOCCA
WITH POMEGRANATE AND APRICOT ORGANIC OILS

LOW AMMONIA

500 g e - 17.60 oz. U.S./E.U.





LIGHTENING System

THE FORMULAS ARE :



LOW AMMONIA - LOW AMMONIA CONTENT

(DECO-9 * and DECO-CLAY **)



AMMONIA FREE - WITHOUT AMMONIA (DECO-OIL)

* DECO-9

0,4% of ammonia compared to the 1,5% contained on average in the standard 9 tones lightening powder.
The result on hair is equivalent to that of powder with a standard amount of ammonia.

** DECO-CLAY

0,4% of ammonia compared to the 1,3% contained as standard in free-hand lightening powders.

The fact of containing no ammonia at all, or containing a reduced percentage of it compared to traditional formulas, guarantees **EVERYGreen LIGHTENING PRODUCTS** are less aggressive on hair and the scalp compared to the products containing it.

DECO-OIL passed the tests conducted by competent Labs with specific protocols to verify skin tolerability and is qualified as **DERMATOLOGICALLY TESTED**.

This applies for all its techniques of use, including mixes with DECO-9.

ACTIVE INGREDIENTS

All three **EVERYGreen** lightening products have formulas with **NOURISHING AND SMOOTHING ORGANIC OILS**:

ORGANIC POMEGRANATE OIL

(DECO-9 and DECO-CLAY)

exceptional moisturising action, naturally slows down the degenerative processes of scalp and hair ageing, as well as countering free radicals and providing a regenerative action on hair fibres



ORGANIC APRICOT OIL

(DECO-9 and DECO-CLAY)

rich in saturated and unsaturated fatty acids, it is valued for its protective and revitalising virtues, ideal for reviving hair brightness



ORGANIC JOJOBA OIL

(DECO-OIL)

protects and moisturises hair fibres



ORGANIC ROSEHIP OIL

(DECO-OIL)

rich in oleic and linoleic acids and vitamin A, for a strong antioxidant and rebalancing effect on the physiological state of the scalp and hair



RANGE AND TECHNIQUES:

DECO-9



GREY LIGHTENING POWDER for HAIR	with ORGANIC POMEGRANATE and APRICOT OILS
for ALL LIGHTENING TECHNIQUES , either PARTIAL or TOTAL	to be used mixed with EVERYGreen OXIDISING EMULSION at 10, 20, 30 or 40 VOL , depending on the application technique used
LIFTS up to 9 SHADES	VARIABLE MIXING RATIO , depending on the application technique used
ANTI-YELLOW action	LEAVE-ON TIME: from 20 to 60 minutes, based on the desired lightening degree
do not apply on scalp	PACKAGING: 500 g zipped bag
LOW AMMONIA CONTENT	powder colour: GREY . Upon the hairdresser's visual inspection during the development of the hair lightening process, the colour may be darker than the level of lightening achieved in the same leave-on time with other enhanced lightening powders. It is only an optical effect, which depends exclusively on the action of the grey lightening powder on the hair. It is therefore recommended not to extend the leave-on time beyond the recommended one. After rinsing the product, in fact, the lightening result achieved will be the same as that achievable with similar lightening powders in other colours (white, light blue, pink).
CREAMY consistency	
ALLERGEN-FREE FRAGRANCE	

DECO-CLAY



WHITE LIGHTENING POWDER for HAIR	with WHITE CLAY (KAOLIN) and ORGANIC POMEGRANATE and APRICOT OILS
for FREE-HAND PARTIAL LIGHTENING TECHNIQUES	to be used mixed with EVERYGreen OXIDISING EMULSION a 10, 20 or 30 VOL , depending on the application technique used
LIFTS up to 7 SHADES	VARIABLE MIXING RATIO , depending on the application technique used
do not apply on scalp	LEAVE-ON TIME: from 20 to 60 minutes, based on the desired lightening degree
LOW AMMONIA – LOW AMMONIA CONTENT	PACKAGING: 500 g zipped sachet
CLAYEY consistency	powder colour: WHITE . This is the colour of the Kaolin contained in the formula.
FRAGRANCE FREE	

EVERY Green



DECO-OIL

DERMATOLOGICALLY TESTED LIGHTENING OIL for HAIR	with ORGANIC JOJOBA and ROSEHIP OILS
for TOTAL or PARTIAL LIGHTENING TECHNIQUES	to be used mixed with EVERYGreen OXIDISING EMULSION at 30 or 40 VOL on LENGTHS – 10 or 20 VOL for application on the SCALP
LIFTS up to 5 SHADES	MIXING RATIO: 1:2 (ex. 30 ml DECO-OIL + 60 ml oxidising emulsion)
can be applied on both SCALP and LENGTHS	LEAVE-ON TIME: from 30 to 40 minutes
AMMONIA FREE	PACKAGING: 1000 ml bottle
consistency: OILY LIQUID . If mixed, FLUID GEL .	oil colour: PALE YELLOW
ALLERGEN-FREE FRAGRANCE	



DECO-9 + DECO-OIL



DERMATOLOGICALLY TESTED hair LIGHTENING OIL+POWDER mix	to be used mixed with EVERYGreen OXIDISING EMULSION at 10, 20, 30 or 40 VOL on LENGTHS and SCALP , depending on the application technique used – 10 or 20 VOL for application on the SCALP
for VARIOUS TOTAL or PARTIAL LIGHTENING TECHNIQUES	MIXING RATIO (1:1):1.5 (e.g. 30 ml DECO-9 + 30 ml Deco-OIL) +90 ml of oxidising emulsion)
LIFTS up to 7 SHADES	LEAVE-ON TIME: from 20 up to a maximum of 40 minutes
can be applied on both SCALP and LENGTHS	The combination of DECO-9 + DECO-OIL allows for the product to be applied ON THE SCALP AS WELL and obtain hair up to 7 TONES LIGHTER
ALLERGEN-FREE FRAGRANCE	

EVERY Green


COLOR OXY





OXIDISING EMULSION


The **EVERYGreen** lightening products are to be mixed with **EVERYGreen COLOR OXY**, oxidising emulsions at **10, 20, 30, 40 VOL** with **RICE PROTEIN** and **NATURAL ORGANIC OILS**, to be chosen based on the specific directions of use of each lightening product, depending on the various application techniques used.

DIRECTIONS FOR USE

	Mixing ratio	Leave-on time	Oxidising Emulsion	Lightening tones
DECO-9 Total or partial lightening (not on scalp) 	1:1.5 or 1:2 30 ml of powder + one and a half dose or two doses of Oxidising Emulsion Example: 30 ml DECO-9 + from 45 to 60 ml EVERYGreen COLOR OXY	from 20 to 60 minutes	10 vol 20 vol 30 vol 40 vol	up to 3 up to 5 up to 7 up to 9

DECO-CLAY Free-hand partial lightening (not on scalp) 	1:1.5 or 1:2 30 ml of powder + one and a half dose or two doses of Oxidising Emulsion Example: 30 ml DECO-CLAY + from 45 to 60 ml EVERYGreen COLOR OXY	from 20 to 60 minutes	10 vol 20 vol 30 vol	up to 3 up to 5 up to 7
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DECO-OIL Total or partial lightening (on scalp and on lengths) 	1:2 30 ml of oil + two doses of Oxidising Emulsion Example: 30 ml DECO-OIL + 60 ml EVERYGreen COLOR OXY	from 30 to 40 minutes	on scalp: 10/20 vol on lengths: 30/40 vol	up to 5 up to 6
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DECO-OIL + DECO-9 Total or partial lightening (on scalp and on lengths) 	(1:1):1.5 (1 dose of 9-tone lightening powder + 1 dose of lightening oil) + one and a half dose of Oxidising Emulsion Example: (30 ml DECO-9 + 30 ml DECO-OIL) + 90 ml EVERYGreen COLOR OXY	from 20 minutes up to max 40 minutes	on scalp: 10/20 vol on lengths/ends: 10 vol 20 vol 30 vol 40 vol	up to 7 up to 2 up to 4 up to 5 up to 7
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APPLICATION TECHNIQUES

EVERY Green

Below is the sequence of the 4 TECHNIQUES:

- a) DECO-9
- b) DECO-CLAY
- c) DECO-OIL
- d) DECO-9 + DECO-OIL

a) DECO-9 SOFT MÈCHES

To obtain **DEFINED** and **INTENSE LIGHTS**.

To guarantee the result, **EVERYGreen** provides special sheets made of soft material that preserve the hair from being damaged due to excessive heat, thanks to a specific winding method that allows the locks to "breathe".

Total or partial lightening, up to **9 TONES**.

1. Before the treatment



2. Preparing the lightening mixture (see Chapter "Directions for use")



3. Partial application



4. Full application. Leave on from **20 to 60 minutes**



5. Rinse



6. Final result



b) DECO-CLAY BRUSH DECO

FREE-HAND LIGHTENING TECHNIQUES for an absolutely **NATURAL** effect. For **UNIQUE** and **INCOMPARABLE** results.

To achieve the best, **EVERYGreen** offers a precious tool: two brushes of different width, whose soft, dense and compact bristles allow the product to be applied so as to obtain actual light "brush strokes".

Partial lightening, up to **7 TONES**.



1. Preparing the lightening mixture (see Chapter "Directions for use")



2. Partial application



3. Full application. Leave on from **20 to 60 minutes**

4. Rinse



5. Drying



6. Final result



c) DECO-OIL SUNKISS

Actual **NATURAL HARMONIC LIGHTS**.

Ideal technique to obtain **LIGHTS WITH A GRADUAL, OMBRE EFFECT**.

For a pleasantly **SOFT**, sunkissed **RESULT**, which is also delicate, **FROM THE ROOTS TO THE ENDS**, thanks to the possibility of using **DECO-OIL ALSO ON THE SCALP**.

Total or partial lightening, up to **5 tones**.

1. Before the treatment



2. Preparing the lightening mixture (see Chapter "Directions for use")



3. Partial application



4. Full application. Leave on from **30 to 40 minutes**

5. Rinse



6. Final result



d) DECO-9 + DECO-OIL FULL DECO

VIVID, uniform SHADES, which can be obtained **FROM THE ROOTS TO THE ENDS**, since the **DECO-9 + DECO-OIL** mixture can **ALSO BE USED ON THE SCALP**.

Total or partial lightening, up to **7 tones**.

1. Before the treatment



2. Preparing the lightening mixture (see Chapter "Directions for use")



3. Partial application



5. Rinse



6. Final result



4. Full application. Leave on max **40 minutes**

FAQs

HOW IS LIGHTENING CLASSIFIED?

Based on the lightening tones, it can be :

- **LIGHT** (from ½ tone to 2 tones lighter)
- **MEDIUM** (from 2 to 4 tones)
- **STRONG** (more than 4 tones)

WHICH CONSIDERATIONS MUST BE MADE FOR EFFECTIVE LIGHTENING?

Before the treatment, carry out a **TECHNICAL ASSESSMENT** that considers the following factors:

- The structure of the hair to be lightened – thick, medium or fine
- The state of the hair to be lightened – brittle, sensitized, lightened/dry/normal/greasy/treated with chemical straightening/permed
- The type of colour of the hair to be treated

WHICH LIGHTENING TECHNIQUES ARE THERE?

There are many of them: highlights with aluminium foil – highlights with thermal strips – highlights with a cap - with a spatula - shatush – balayages – glaucage – with a comb – free-hand.

The choice depends on the preliminary **TECHNICAL ASSESSMENT** and the desired result.

WHAT'S THE ADVANTAGE OF "LOW AMMONIA" OR "AMMONIA FREE" LIGHTENING PRODUCTS?

The fact that they do not contain any ammonia, or a reduced percentage of it compared to traditional formulas, which makes them less aggressive on hair.

EVERYGREEN DECO-CLAY IS SPECIFICALLY RECOMMENDED FOR 'FREE-HAND' LIGHTENING TECHNIQUES.

WHAT DO 'FREE-HAND' TECHNIQUES REFER TO?

Free-hand techniques are all those techniques that do not involve specific application accessories, such as caps, aluminium foil or thermal strips in general.

WHEN IS "FREE-HAND" LIGHTENING TO BE RECOMMENDED?

When you want to give free rein to creativity, provide a professional and customised result, by taking into account the complexion and light and shade on any face.

WHICH RECOMMENDATIONS APPLY FOR ANY LIGHTENING TECHNIQUE?

- Do not wash hair before applying the product.
- Work on dry hair, starting from the back of the neck towards the front. This way, each row of strands will gently lie on the lower row.
- For full-head work, intervene on all the strands of one row before passing to the next one, so that all the strands of the same row have the same leave-on time.
- In case of thin hair, work on spaced out strands, paying special attention to the temples, so as to avoid unnatural results.
- Do not lighten strands at the back of the neck on short hairstyles on the nape to prevent an unpleasant 'blotched' effect.

DOES THE FACT THAT THE DEVELOPMENT OF THE LIGHTENING PROCESS OF THE DECO-9 GREY LIGHTENING POWDER MAY APPEAR DARKER TO THE EYE, WHEN CHECKED COMPARED TO OTHER LIGHTENING PRODUCTS, INVOLVE A LONGER LEAVE-ON TIME?

NO! Upon the hairdresser's visual inspection during the development of the hair lightening process, the colour may be darker than the level of lightening achieved in the same leave-on time with other enhanced lighteners.

It is only an optical effect, which depends exclusively on the action of the **GREY** lightening powder on the hair. It is therefore recommended not to extend the lightener leave-on time beyond the recommended one. After rinsing the product, in fact, the lightening result achieved will be the same as that achievable with similar lightening powder in other colours (white, light blue, pink).

WHAT IS THE SECRET TO GREAT LIGHTENING ON THICK AND RESISTANT HAIR?

To lighten thick and resistant hair, the best result is obtained by applying a large amount of lightening mix on thin strands.

WHAT SHOULD BE DONE IF, AT THE END OF THE LEAVE-ON TIME, THE DESIRED DEGREE OF LIGHTENING IS NOT OBTAINED?

Just remove the product with your hands and, without rinsing it, apply the lightening mix again, and leave it on for longer until you obtain the desired result.

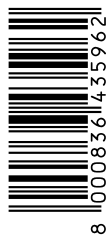
CAN DECO-CLAY BE USED EVEN IF IT THICKENS IN THE PREPARATION CONTAINER WHEN IT IS BEING APPLIED?

Of course. Just mix it again in the bowl so that it goes back to having the consistency suitable for use.

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LIGHTENING
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