

**MODA&STYLING**

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haircolor

**ELGON®**

# MODA&STYLING

**Moda&Styling is a professional, high performing, permanent hair color.**

- Strong and decisive tones.
- 100% coverage of white hair.
- True to swatch results
- Complete range to cover all salon needs.
- Mixing 1:1
- 95 shades
- 125ml tube = more applications/tube and less packaging waste

# MODA&STYLING Silker complex 3 Plus



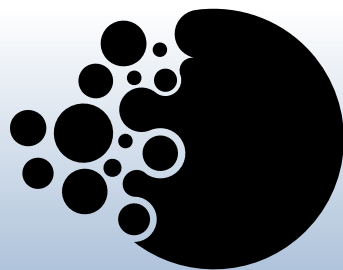
All Moda&Styling shades are enriched with **Silker Complex 3 Plus<sup>®</sup>** with tridimensional benefits.

## WHAT IS IT?

- A unique complex of silk proteins that works on the inside and outside of the hair.

## THE BENEFITS?

- Results will appear brighter and truer
- Improved color durability
- Enhanced cosmetic action
- Improved white hair coverage



A new Symbol  
of innovation

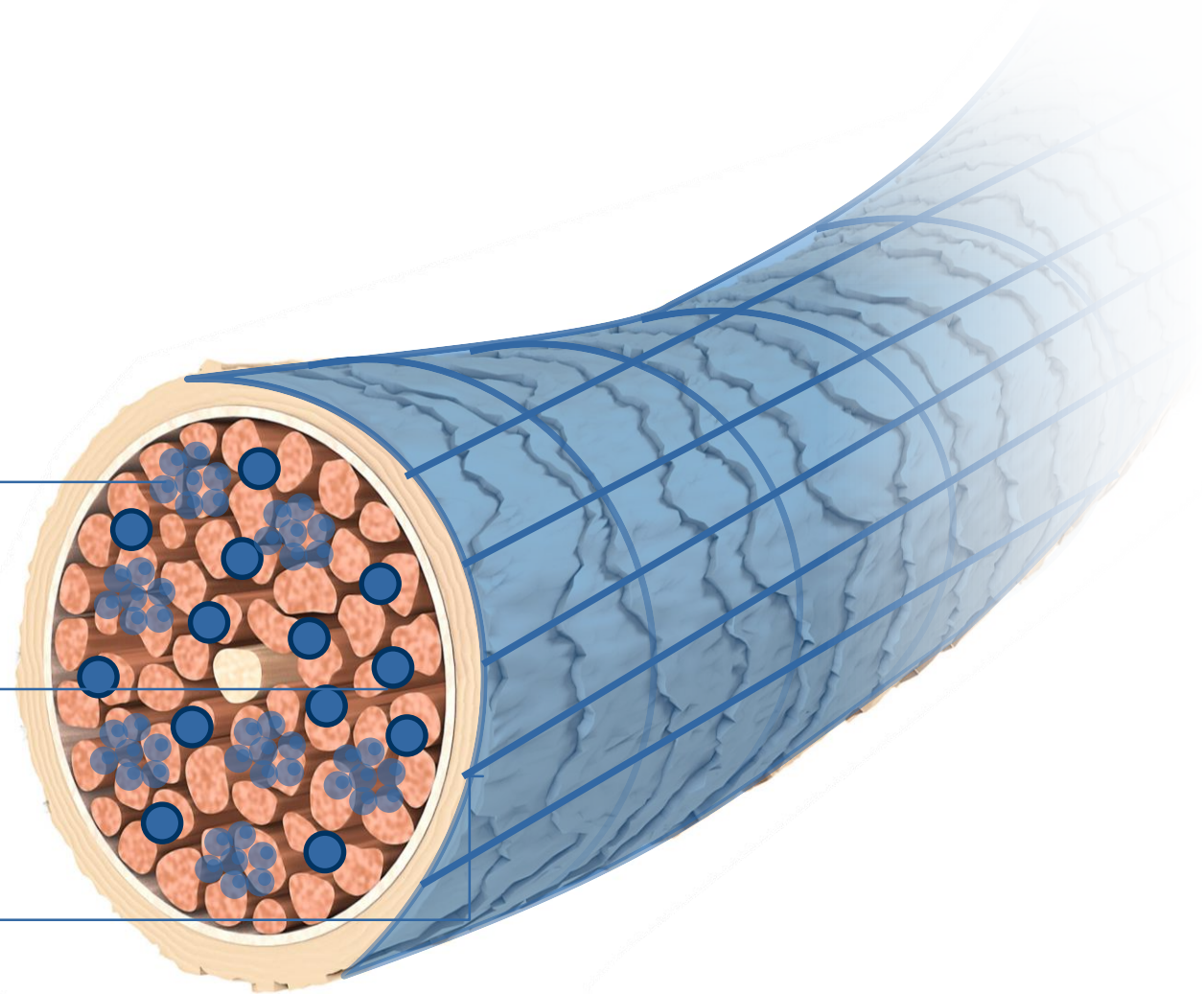
**ELGON<sup>®</sup>**

# MODA&STYLING SILKER COMPLEX 3 PLUS®

Rebalanced pigments for true to swatch color

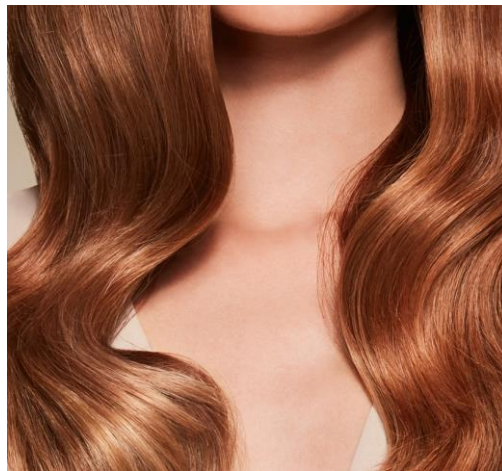
Silk protein for enhanced cosmetic feel

Reconstruction effect on the cuticle



# MODA&STYLING

## COMPLETE PORTFOLIO FOR THE SALON



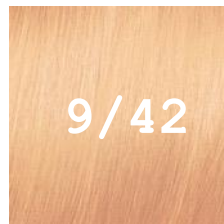
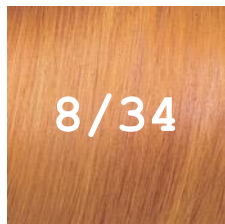
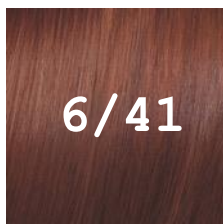
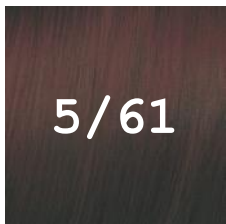


# NEW TREND WARM/COOL INFUSED SHADES



Warm and cool tones coexist in this color palette, perfect for those who wish to dare and experiment and the colorist who is always on the lookout for something new.

- 4 completely *new* trend focused shades.
- Fusion of warm and cool characters.
- Totally new unique shades to Elgon.



# MODA&STYLING

## NATURALS&INTENSE NATURALS



### WHAT IS IT?

Permanent hair color with a neutral color character. Suited where neither a cool or warm result is desired.

### SUITABLE FOR:

- Mix with fashion shades for 100% white coverage.
- Intense Natural shades are perfect for resistant white hair (70-100% grey) due to more pigment. Also intermixible with fashion shades.

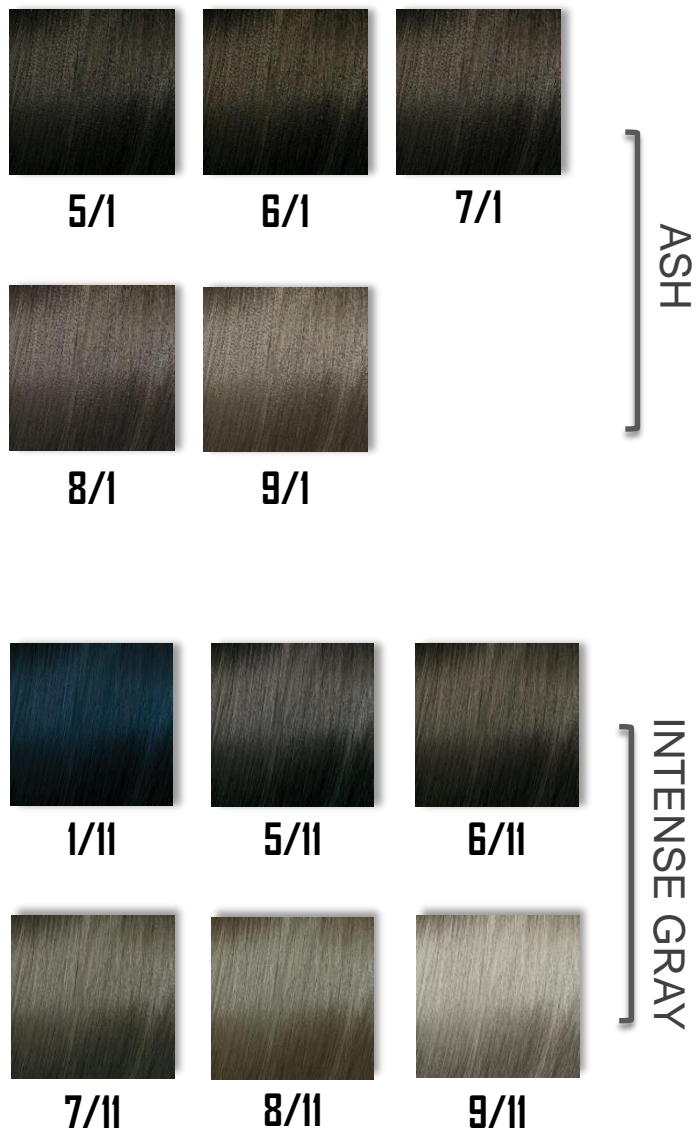
### USAGE

- Mix ratio: 1:1
- Development time: up to 45 minutes
- White hair coverage: 100%



# MODA&STYLING

## ASH&INTENSE GRAY



### WHAT IS IT?

Intense, deep ash character also available in an intense version to allow for perfect toning or neutralising of warm tones.

### SUITABLE FOR:

- Removing undesired brassy orange and red color characters, particularly when lightening natural hair on darker color levels.
- Used for toning (with 5/10 vol) for cool but a full-bodied result.

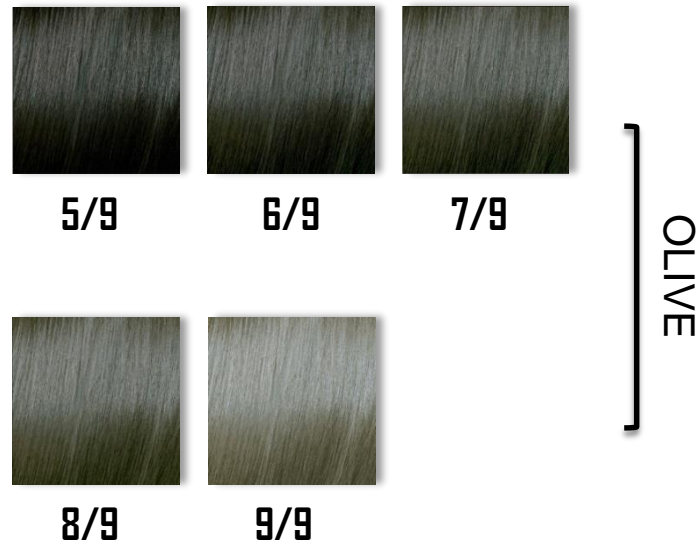
### USAGE

- Mix ratio: 1:1
- Development time: up to 45 minutes
- 100% white coverage when mixed with a natural shade.



# MODA&STYLING

## OLIVE



### WHAT IS IT?

Matt olive shades to be used when lightening natural colours.

### SUITABLE FOR:

- Removing undesired red and orange color characters, particularly when lightening natural hair on darker color levels.
- When lightening a darker color level (5 and below) a beige result will appear.

### USAGE

- Mix ratio: 1:1
- Development time: up to 45 minutes
- 100% White coverage when mixed with a natural shade.

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## OTHER COLD TONES

### ASH PEARL

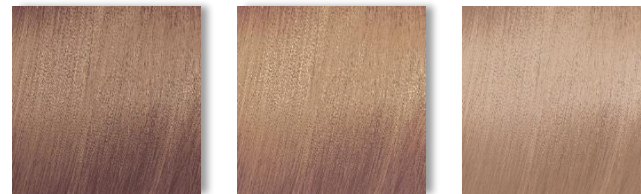


8/17

9/17

10/17

### PEARL



8/27

9/27

10/27

### VIOLET



4/7

6/7

## WHAT IS IT?

New trend focused shades within the ash color palette that neutralize with excellent durability.

## Ash Pearl

Perfect on a lighter color levels thanks to the anti-orange and anti-yellow characters.

## Pearl

Create a beautiful champagne blonde due to the pearl and violet color characters which remove yellow characters.

## Violet

Full bodied violet result with excellent durability.

## USAGE

- Mix ratio: 1:1
- Development time: up to 45 minutes
- 100% White coverage when mixed with a natural shade.

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## GOLDEN



### GOLDEN ASH



### GOLDEN BLONDES



### SAND

#### WHAT IS IT?

Beautiful, warm golden shades including hues of hazelnut and sand

#### SUITABLE FOR:

Rich full-bodied colors with excellent durability and cosmetic action.

#### USAGE

- Mix ratio: 1:1
- Development time: up to 45 minutes
- 100% White coverage when mixed with a natural shade.



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## CHOCOLATE BROWN & ASH BROWN



### WHAT IS IT?

Brown shades with cool and warm color characters. Perfect full-bodied shades with excellent durability.

### BROWN /85

- Deep intense warm chocolate shades

### ASH BROWN /81

- Brilliant, rich, cold, brown tones

### USAGE

- Mix ratio: 1:1
- Development time: up to 45 minutes

### TOP TIP

- Achieve 100% coverage on white hair and there is **no need to add a Natural shade.**

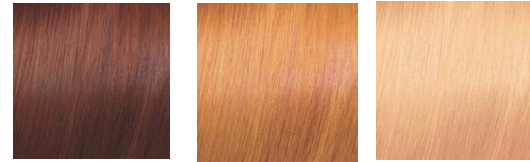
## COPPER



6/4

7/44

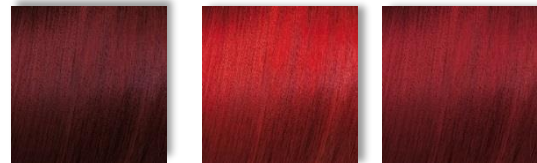
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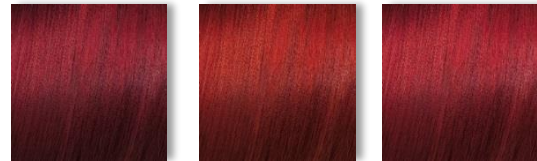


5/5

5/555

6/5

RED



6/55

7/54

7/55

## MAHOGANY AND VIOLET



5/6

5/56

6/57

5/61

# MODA&STYLING

## COPPER - MAHOGANY - RED

### WHAT IS IT?

Fashion shade ranging intense copper, brilliant red to deep mahogany.

### SUITABLE FOR:

Rich full-bodied colors with excellent durability and cosmetic action.

### USAGE

- Mix ratio: 1:1
- Development time: up to 45 minutes
- 100% White coverage when mixed with a natural shade.

### TOP TIP

- When mixing with a natural shade add relevant corrector to keep the strongest color character.

# MODA & STYLING

## ULTRA BLONDES

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**12/0**

NATURAL ULTRA  
BLONDE



**12/13**

SAND ULTRA  
BLONDE



**12/17**

ASH PEARL  
ULTRA BLONDE



**12/1**

ASH ULTRA  
BLONDE



**12/11**

INTENSE ASH  
ULTRA BLONDE



**12/72**

PEARL BEIGE  
ULTRA BLONDE

### WHAT IS IT?

6 high performing shades that lighten and deposit color in one application. Excellent neutralizing power to ensure a cool and controlled result.

### SUITABLE FOR:

- Lightening natural hair.
- Up to 4 levels of lift.
- Use on level 5 and above.

### USAGE

- Mix ratio: 1:2
- Development time: 45-60 minutes
- *Only used with 12% / 40vol Elgon Oxi-Cream.*

### TOP TIP

- Ability to blend white hair, up to a maximum of 20% for the best result.



# 0/0 WHITE

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## WHAT IS IT?

- Lightening Booster with no color character.
- Has the same base formula as ultrablonde.
- Increases lightening power of each shade by a ½ color level.

## USAGE

Use to boost the character of a shade when applying on dark color levels (5 & below)

### Example:

30gr 7/55 + 30gr 0/0 + 60gr Oxi-cream

## FAQ

### **Can 0/0 white be added to Ultra Blondes?**

- The lifting power of Ultra Blondes is now the same as 0/0.
- By adding 0/0, it will dilute the color character of the Ultra Blonde producing a less neutralized or warmer result.

### **Can 0/0 white be used on its own?**

- It is not technically advisable due to the lack of neutralizing power. Tint is not able to lighten tint so a result cannot be guaranteed.



0/0

# MODA&STYLING

## TONERS & CHROMA

### TONERS



### CHROMA



### TONERS

Intermixable shades with character for decolored hair.

### CHROMA

Pigmented toners, designed for precision toning according to development time as shown on swatch.

### SUITABLE FOR

- Toning, neutralising or creating fashion effects on pre-lightened hair.

### USAGE

- Mixing: 1 : 1
- Oxi-Cream: 1,5% / 5vol - 3% /10vol
- Development time: 5-20 minutes

### TOP TIP

- Quick and definitive results, develop visually!
- Increasing the development will create a stronger result.

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## CORRECTORS

### WHAT IS IT?

Infinite creative possibilities with the color portfolio. Intermixable correctors that can enhance or neutralize color characters.

### SUITABLE FOR

- Intensifying, or enhancing fashion colors.
- Neutralising unwanted tones, creative coloring.
- Use to boost or enhance any fashion shade or to neutralise unwanted tones.

### USAGE

- Enhance | see schedule below\*
- \*\*Formula calculated with 60g of color.



BLU / BLUE



ANTI-ROSSO /  
ANTI-RED



ARANCIO /  
ORANGE



ROSSO / RED

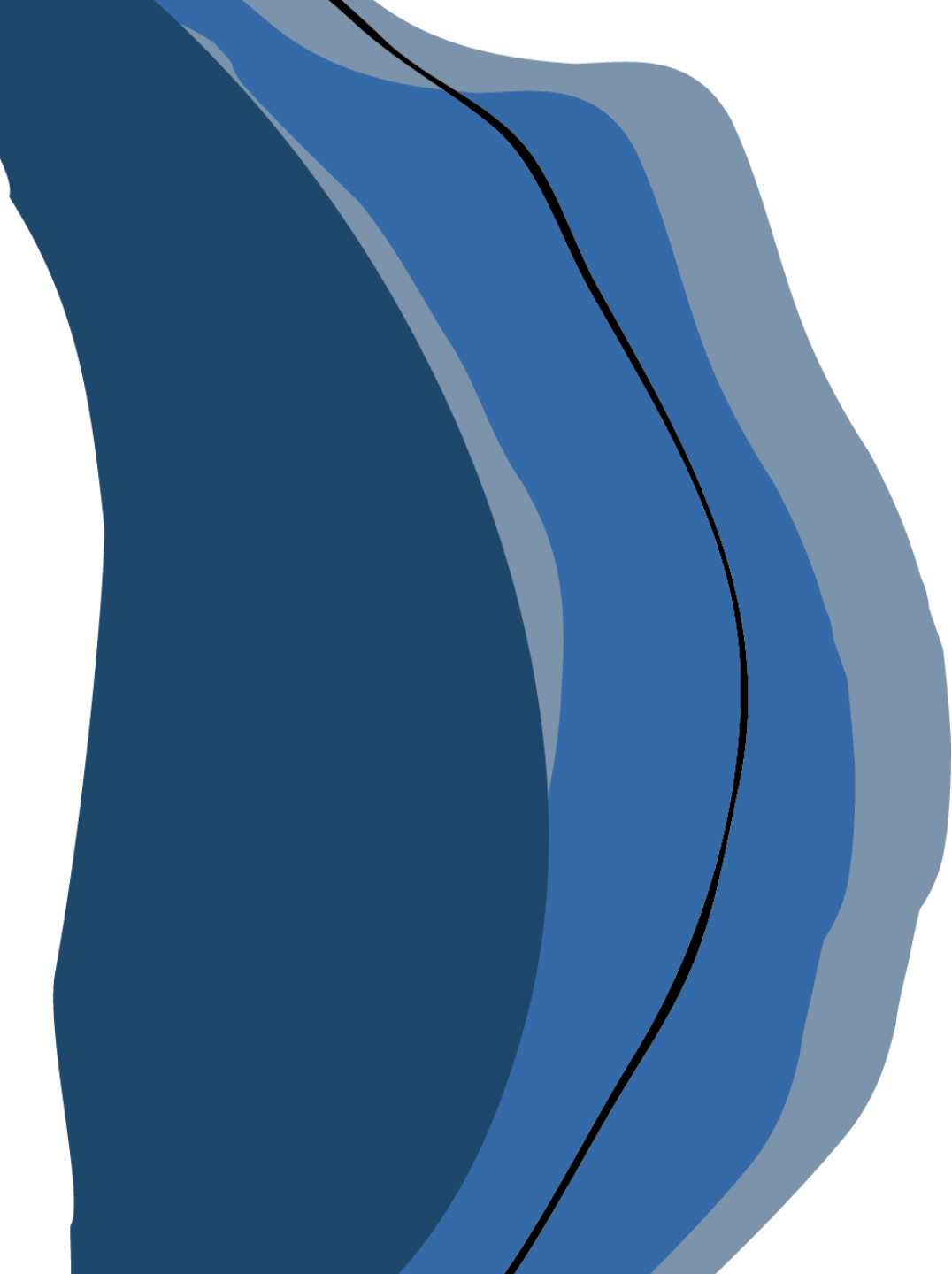


VIOLA / VIOLET



### CORRECTOR USAGE

Color Level	10 - 8	7-6	5
Total added	4g	8g	12g





# THANKS

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