

# luminiTY

THE FIRST CERTIFIED LAMINATION  
COLOR\*



TECHNICAL BOOK

\*PBF colouring

PROFESSIONAL  
**BY FAMA**  
THE ITALIAN ART OF COLOR

# luminity

Demipermanent Hair Color Cream



## THE FIRST CERTIFIED LAMINATION\* COLOR

ABSENCE OF INGREDIENTS OF ANIMAL ORIGIN



## NOT IRRITANT

RESULT\* OF IN VIVO SKIN IRRITATION TEST CARRIED OUT BY  
AN ACCREDITED EXTERNAL LABORATORY



## ZERO ALCOHOL



## ZERO AMMONIA

\*PBF colouring



## High cosmetics and shine



### LUMINESCINE

A **natural phytocomplex**, extract from verbasco flowers which **collects uv rays** and **transforms them into new visible light on the hair**.



### HYALURONIC ACID

- It creates a **protective film**.
- **moisturizes** the hair.
- **compacts the fibre and strengthens it**.

## DOUBLE DIRECT PIGMENTS + OXIDATION

The perfect balance of double pigments guarantees:

- **INSTANT BRILLIANCE**
  - **FIXING**
  - **ZERO COLOR CHANGE**
- NO REPIGMENTATION NEEDED!**

## VERSATILE TEXTURE! WITH LUMINITY TODAY YOU CAN CHOOSE!

- **CREAMY TEXTURE**, mixed with **PBF OXY** for precise and localized applications at the workstation.
- **FLUID TEXTURE**, with the special **PBF LUMINITY MELTING POTION** for quick applications at the wash unit.



### LUMINITY MELTING POTION

A special activator that instantly **transforms the texture fluidifying it** for fast services. It guarantees perfect adhesion to the hair, it doesn't drip and it's easy to apply.

## NATURAL



1  
NERO  
BLACK  
NEGRO



3  
CASTANO SCURO  
DARK CHESTNUT  
CASTAÑO OSCURO



4  
CASTANO MEDIO  
MEDIUM CHESTNUT  
CASTAÑO MEDIO



5  
CASTANO CHIARO  
LIGHT CHESTNUT  
CASTAÑO CLARO



6  
BIONDO SCURO  
DARK BLONDE  
RUBIO OSCURO



7  
BIONDO MEDIO  
MEDIUM BLONDE  
RUBIO MEDIO

## BLONDEOMBRÉ



8  
BIONDO CHIARO  
LIGHT BLONDE  
RUBIO CLARO



9  
BIONDO CHIARISSIMO  
VERY LIGHT BLONDE  
RUBIO MUY CLARO



6  
BIONDO SCURO  
DARK BLONDE  
RUBIO OSCURO



7  
BIONDO MEDIO  
MEDIUM BLONDE  
RUBIO MEDIO



8  
BIONDO CHIARO  
LIGHT BLONDE  
RUBIO CLARO



9  
BIONDO CHIARISSIMO  
VERY LIGHT BLONDE  
RUBIO MUY CLARO

## ASPHALT



1.9  
NERO ASFALTO  
ASPHALT BLACK  
NEGRO ASFALTO

## MATT



5.11  
CASTANO CHIARO MATT  
LIGHT MATT CHESTNUT  
CASTAÑO CLARO MATT



7.11  
BIONDO MEDIO MATT  
MEDIUM MATT BLONDE  
RUBIO MEDIO MATT

## COLD BEIGE



5.13  
CASTANO CHIARO BEIGE FREDDO  
LIGHT COLD BEIGE CHESTNUT  
CASTAÑO CLARO BEIGE FRIO



6.13  
BIONDO SCURO BEIGE FREDDO  
DARK COLD BEIGE BLONDE  
RUBIO OSCURO BEIGE FRIO



7.13  
BIONDO MEDIO BEIGE FREDDO  
MEDIUM COLD BEIGE BLONDE  
RUBIO MEDIO BEIGE FRIO



8.13  
BIONDO CHIARO BEIGE FREDDO  
LIGHT COLD BEIGE BLONDE  
RUBIO CLARO BEIGE FRIO



9.13  
BIONDO CHIARISSIMO BEIGE FREDDO  
VERY LIGHT COLD BEIGE BLONDE  
RUBIO MUY CLARO BEIGE FRIO

## WARM BEIGE



5.31  
CASTANO CHIARO BEIGE CALDO  
LIGHT WARM BEIGE CHESTNUT  
CASTAÑO CLARO BEIGE CALIDO



6.31  
BIONDO SCURO BEIGE CALDO  
DARK WARM BEIGE BLONDE  
RUBIO OSCURO BEIGE CALIDO



7.31  
BIONDO MEDIO BEIGE CALDO  
MEDIUM WARM BEIGE BLONDE  
RUBIO OSCURO BEIGE CALIDO



8.31  
BIONDO CHIARO BEIGE CALDO  
LIGHT WARM BEIGE BLONDE  
RUBIO CLARO BEIGE CALIDO



9.31  
BIONDO CHIARISSIMO BEIGE CALDO  
VERY LIGHT WARM BEIGE BLONDE  
RUBIO MUY CLARO BEIGE CALIDO

## COOKIE



4.74  
CAFFÈ  
COFFEE  
CAFÉ



5.74  
CIOCCOLATO  
CHOCOLATE  
CHOCOLATE



6.74  
BISCOTTO AL CACAO  
CHOCOLATE BISCUIT  
GALLETAS AL CACAO

## COGNAC



7.47  
BIONDO MEDIO COGNAC  
MEDIUM COGNAC BLONDE  
RUBIO MEDIO COGNAC



9.47  
BIONDO CHIARISSIMO COGNAC  
VERY LIGHT COGNAC BLONDE  
RUBIO MUY CLARO COGNAC

## COLD COPPER



6.14  
BIONDO SCURO RAME FREDDO  
DARK COLD COPPER BLONDE  
RUBIO OSCURO COBRE FRIO



7.14  
BIONDO MEDIO RAME FREDDO  
MEDIUM COLD COPPER BLONDE  
RUBIO MEDIO COBRE FRIO



8.14  
BIONDO CHIARO RAME FREDDO  
LIGHT COLD COPPER BLONDE  
RUBIO CLARO COBRE FRIO



9.14  
BIONDO CHIARISSIMO RAME FREDDO  
VERY LIGHT COLD COPPER BLONDE  
RUBIO MUY CLARO COBRE FRIO

## INTENSE COPPER



8.44  
BIONDO CHIARO RAME INTENSO  
LIGHT INTENSE COPPER BLONDE  
RUBIO CLARO COBRE INTENSO

## RED



5.66  
CASTANO CHIARO ROSSO INTENSO  
LIGHT INTENSE RED CHESTNUT  
CASTAÑO CLARO ROJO INTENSO



7.46  
BIONDO MEDIO TIZIANO  
MEDIUM TITIAN BLONDE  
RUBIO MEDIO TIZIANO



6.62  
BIONDO SCURO ROSSO IRISÉ  
DARK RED IRISÉ BLONDE  
RUBIO OSCURO ROJO IRISÉ

## VIOLET



4.22  
CASTANO MEDIO IRISÉ INTENSO  
MEDIUM INTENSE IRISÉ CHESTNUT  
CASTAÑO MEDIO IRISÉ INTENSO

## FANTASY



MERCURY  
MERCURIO  
MERCURIO  
MERCURIO



ONYX  
ONICE  
ONYX  
ONIX



TITANIUM  
TITANIO  
TITANIUM  
TITANIO



GRAPHITE  
GRAFITE  
GRAPHITE  
GRAFITO



AMHETYST  
AMETISTA  
AMHETYST  
AMATISTA



TOPAZ  
TOPAZIO  
TOPAZ  
TOPACIO



TURQUOISE  
TURCHESE  
TURQUOISE  
TURQUESA



PINK SAPPHIRE  
ZAFFIRO ROSA  
PINK SAPPHIRE  
ZAFIRO ROSA



AMBER  
AMBRA  
AMBER  
AMBAR



ORANGE CORAL  
CORALLO ARANCIONE  
ORANGE CORAL  
CORAL NARANJA

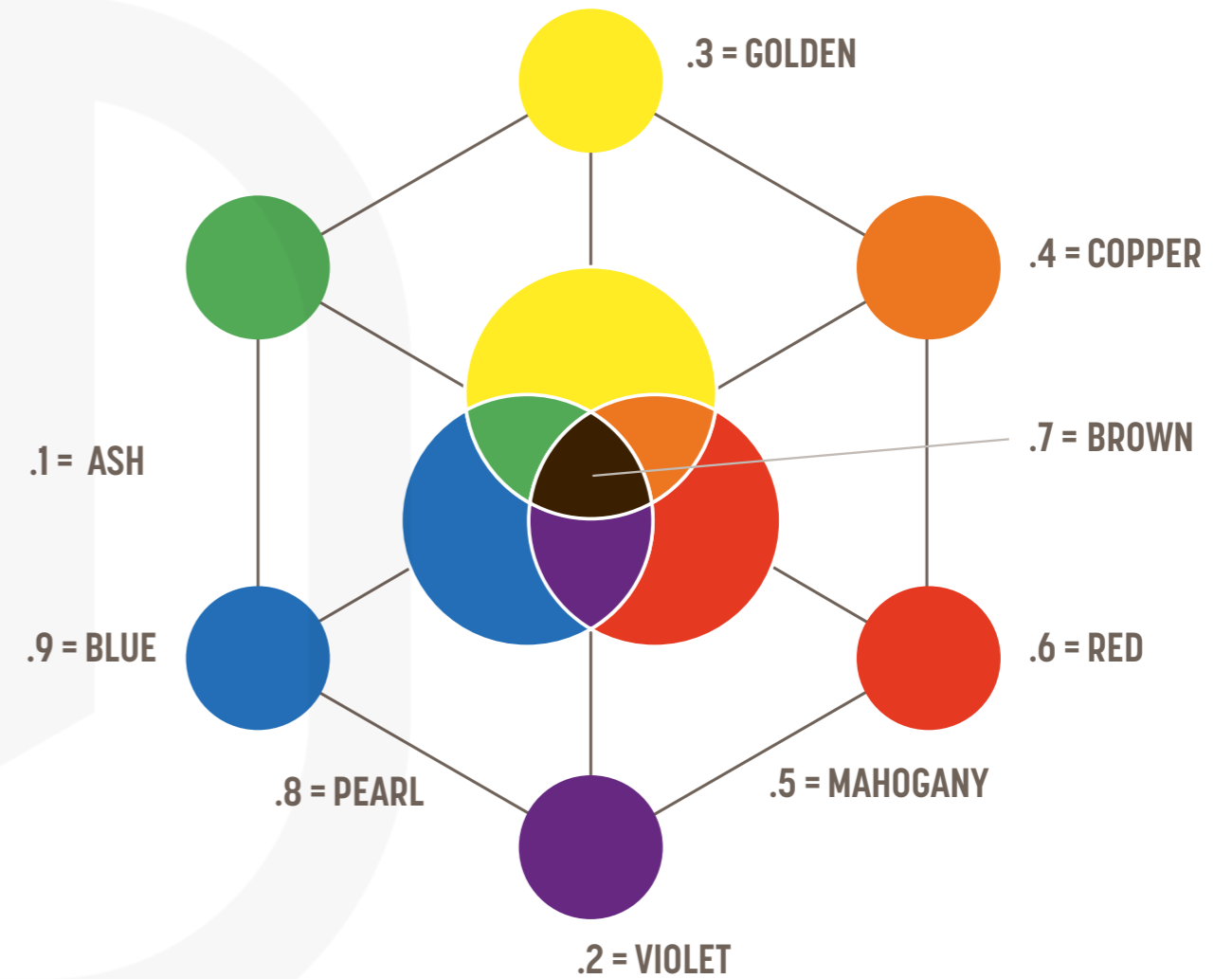


DIAMOND  
DIAMANTE  
DIAMOND  
DIAMANTE

# SALON SERVICES

USE	DEVELOPER	PROCESSING TIME	TOOLS
TONALIZATION	MIX 1:2 OXY 5-10 VOL. MELTING POTION	FROM 5 TO 20 min. 5' → 20'	SHAKER + BRUSH BIBERON*
DEPOSIT COLOR	MIX 1:2 OXY 10 VOL. MELTING POTION	FROM 15 TO 25 min. 15' → 25'	SHAKER + BRUSH
SOFT COVERAGE	MIX 1:2 OXY 10 VOL. OXY 20 VOL.	30 min. 30'	SHAKER + BRUSH
REFRESH COLOR	MIX 1:2 MELTING POTION	15 min. 15'	BIBERON*
COLOR LAMINATION DIAMOND 3/4 + NUANCE 1/4	MIX 1:2 MELTING POTION	UP TO 15 min. 15'	BIBERON*
NEUTRALIZATION	MIX 1:2 OXY 5-10 VOL. MELTING POTION	FROM 5 TO 20 min. 5' → 20'	SHAKER + BRUSH BIBERON*

\*EXCLUSIVE USE WITH MELTING POTION



## SHADES

# TONALIZATION

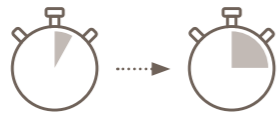
Colouring service on partial lightening of the hair, which aims at creating, intensifying or changing the reflections.

## OXIDIZER AND MIXTURE

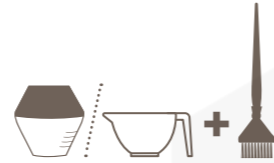
### OXY 5 VOLUMES | MIX 1:2

- Soft deposit, light reflection orientation, absolute respect of natural base.

RECOMMENDED  
DEVELOPMENT TIME  
FROM 5 TO 15 MINUTES



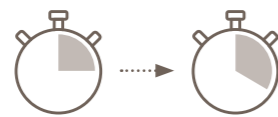
TOOLS  
SHAKER OR BOWL  
+ BRUSH



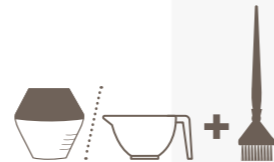
### OXY 10 VOLUMES | MIX 1:2

- Medium/strong color deposit and development, strong reflection orientation.

RECOMMENDED  
DEVELOPMENT TIME  
FROM 15 TO 20 MINUTES



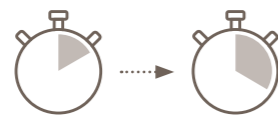
TOOLS  
SHAKER OR BOWL  
+ BRUSH



### MELTING POTION | MIX 1:2

- Medium and balanced color deposit, it increases the polishing power thanks to the fluid texture obtained with the Melting Potion.
- Mainly recommended for quick application toning at the wash unit.

RECOMMENDED  
DEVELOPMENT TIME  
FROM 10 TO 20 MINUTES



TOOL  
BIBERON



# COLOR DEPOSIT

Color deposit service with greater intensity and hold. Suitable for total colours in darkening and with the need for repigmentation.

## OXIDIZER AND MIXTURE

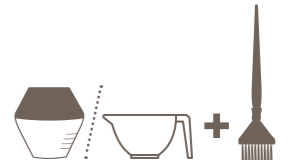
### OXY 10 VOLUMES | MIX 1:2

- Medium strong color deposit and development, clear orientation of the reflection, colouring action on both coloured and natural hair. Possibility to lighten natural hair up to one level.
- It darkens on light and bleached base without the need to repigment.

RECOMMENDED  
DEVELOPMENT TIME  
FROM 15 TO 25 MINUTES



TOOLS  
SHAKER OR BOWL  
+ BRUSH



### MELTING POTION | MIX 1:2

- Medium and balanced color deposit, it increases the polishing power thanks to the fluid texture obtained with the Melting Potion.
- Mainly recommended for quick application colouring at the wash unit.

RECOMMENDED  
DEVELOPMENT TIME  
UP TO 15 MINUTES



TOOL  
BIBERON



# SOFT COVERAGE

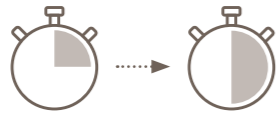
Ideal service for a delicate coverage of white hair, it does not create a regrowth effect, respecting the natural base.

## OXIDIZER AND MIXTURE

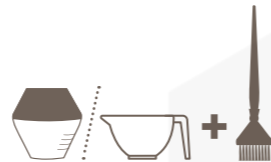
### OXY 10 VOLUMES | MIX 1:2

- Deposit and development of color, reflection and coverage of white hair. Possibility to lighten natural hair up to one level

RECOMMENDED  
DEVELOPMENT TIME  
FROM 15 TO 30 MINUTES



TOOLS  
SHAKER OR BOWL  
+ BRUSH



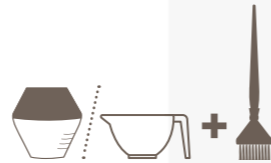
### OXY 20 VOLUMES | MIX 1:2

- Deposit and development of color, reflection and coverage of white hair. It can modify the natural bases if necessary.

RECOMMENDED  
DEVELOPMENT TIME  
FROM 15 TO 30 MINUTES



TOOLS  
SHAKER OR BOWL  
+ BRUSH



# TO REVIVE THE COLOR

Ideal service to revive and prolong the brilliance of the color in a short time. Recommended between one color service and another, it keeps the color rich without altering the bases.

## OXIDIZER AND MIXTURE

### MELTING POTION | MIX 1:2

- Deposit and development of the color, reflection and shine.
- Recommended application at the wash unit on wet hair.

RECOMMENDED  
DEVELOPMENT TIME  
FROM 10 TO 15 MINUTES



TOOL  
BIBERON



# LAMINATION COLOR

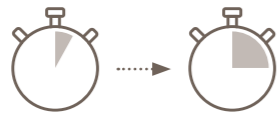
Innovative service to give shine to coloured or natural hair.  
Two services in one: lamination and color, tone and custom reflection and extreme gloss.

## OXIDIZER AND MIXTURE

### MELTING POTION | MIX 1:2

- Mixture with 1/4 of Luminity nuance + 3/4 of Luminity Diamante nuance
- Applicazione consigliata al lavatesta su capelli bagnati

RECOMMENDED  
DEVELOPMENT TIME  
FROM 5 TO 15 MINUTES



TOOL  
BIBERON



**NB: ON NATURAL HAIR, QUICK APPLICATION IS RECOMMENDED, WITH A 1-2 CM DETACHMENT FROM THE BASE, ON WET HAIR FOR A MAXIMUM OF 10 MINUTES OF LAYING.**

# NEUTRALIZATION

Useful service in the salon, to correct, naturalize and define the reflection of the hair.

Usually after a lightening service, hot or very hot residual pigment backgrounds emerge, ranging from red for dark backgrounds to yellow for levels 9/10. To neutralize and correct, use cold luminity shades (see Color Table and Chromacubes Concept) deposited on the hair.

## OXIDIZER AND MIXTURE

### OXY 5 VOLUMES | MIX 1:2

- Soft deposit, light reflection orientation, absolute respect of natural backgrounds and light neutralizing action.

RECOMMENDED  
DEVELOPMENT TIME  
FROM 5 TO 10 MINUTES  
on wet hair



TOOLS  
SHAKER OR BOWL  
+ BROWN



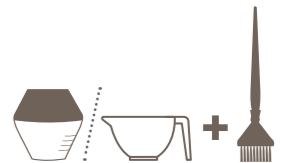
### OXY 10 VOLUMES | MIX 1:2

- Deposit and medium development of the color, strong reflection orientation, strong neutralizing action, attention towards the underlying natural bases.

RECOMMENDED  
DEVELOPMENT TIME  
FROM 15 TO 20 MINUTES  
on wet hair



TOOLS  
SHAKER OR BOWL  
+ BRUSH



### MELTING POTION | MIX 1:2

- Medium and balanced color deposit, it increases the polishing power thanks to the fluid texture obtained with the Melting Potion.
- Mainly recommended for quick application colouring at the wash unit.

RECOMMENDED  
DEVELOPMENT TIME  
FROM 10 TO 15 MINUTES  
on wet hair



TOOL  
BIBERON





# LUMY RENEW

The trend tones, customized in the contouring, to enhance the face.



BEFORE



AFTER



TARGET >

Woman who wants to renew the color, giving it new life.

## STEP BY STEP



- Prepare the colour formulas:

- A** Luminy Blondeombré 8 + Oxy 5 vol. - mix 1:2 in bowl
- B** Luminy 7.47 + Melting Potion - mix 1:2 in the shaker or bowl
- C** Luminy 9.47 + Melting Potion - mix 1:2 in the shaker or bowl



- Draw a cross section, from the middle of the forehead to the back of the neck and from ear to ear and apply FORMULA **A** to the base.



- Spray WondHer Prodigious on the lengths to create the ideal foundation. Apply FORMULAS **B** and **C** diagonally, alternating in sequence:
  - 1<sup>st</sup> SECTION: FORMULA B
  - 2<sup>nd</sup> SECTION: FORMULA C
  - 3<sup>rd</sup> SECTION: NATURAL COLOR



- Leave on for 20 minutes, rinse the colour well, apply WondHer Cowash and, if needed, WondHer Sublime Mask for greater softness.
- Rinse and proceed with the styling using Styleforcolor Silky, Flex and WondHer Elisir.



- Recommend WondHer Authentic Brown at home.



# LUMY GLOW

The 2 in 1 treatment. Lamination colouring for a shine never seen before in just 15'.



BEFORE



AFTER



TARGET >

Woman who usually colors her hair and wants extreme brightness.

## STEP BY STEP



- Prepare the colour formula, first pouring the Melting Potion into the bottle and then the Luminy colour: 30 gr of Diamante + 10 gr of 6.74 - mix 1:2. Shake well until the mixture is homogeneous.

- Wash the hair with WondHer Shampoo Sublime and spray WondHer Prodigious on the lengths to create the ideal base.

- Apply the colour mixture evenly to the hair at a distance of 1 cm from the base with the bottle, and leave on for 8-10 minutes on natural hair and 15 minutes on coloured hair.

- Rinse well, apply WondHer Cowash and, if more emollient is needed, a vial of WondHer Structural.
- Rinse well and proceed with the styling using Styleforcolor Primer, Shine and WondHer Elisir.

- Recommend WondHer Authentic Brown at home.



# LUMY HYDE

A beauty elixir to hide the first gray hair and enhance the natural color.



BEFORE



AFTER



TARGET >

Woman with the first white hair who wants to cover it in a natural, not visible way.

## STEP BY STEP



- Prepare the colour formula in the shaker or bowl:  
20 g of Luminity 4.22 + 10 g of Ametista with Melting Potion - mix 1:2.  
Shake well until the mixture is homogeneous.



- Apply the colour mixture with the brush to the entire dry hair, starting from the base.



- Leave on for 30 minutes. Rinse well, apply WondHer Cowash and, if needed, WondHer Sublime Mask.
- Rinse and proceed with the styling using Styleforcolor Builder, Block and WondHer Elisir.



- Recommend WondHer Authentic Brown at home.



# CHROMACUBES COMPLEMENTARITY OF THE PROFESSIONALBYFAMA COLOR SYSTEM

Designed for all your professional coloring needs.

Thanks to the lines designed to work in harmony, offers the modern colourist the best solutions for a unique and professional color.

PROFESSIONAL SERVICE	OBJECTIVE	COLOR LINE INDICATED	PERFORMANCE
<b>PERMANENT COLOURING</b>	<ul style="list-style-type: none"> <li>• COLOURING IN LIGHTENING</li> <li>• CHANGING THE COLOR OF THE NATURAL HAIR</li> <li>• COVERING WHITE HAIR UP TO 100%</li> </ul>	ABSOLUTE 	<ul style="list-style-type: none"> <li>• LIGHTENING UP TO 3 LEVELS ON NATURAL HAIR</li> <li>• COVERING WHITE HAIR INTENSELY</li> <li>• COVERING IN 11 MINUTES UNDER A SOURCE OF HEAT</li> </ul>
<b>SOFT COLOURING</b>	<ul style="list-style-type: none"> <li>• COLOURING TONE ON TONE AND DARKENING</li> <li>• COVERING THE FIRST WHITE HAIR UP TO 70/80%</li> <li>• CREATING LIGHT DARK EFFECTS</li> </ul>	LUMINITY 	<ul style="list-style-type: none"> <li>• DARKENING MORE THAN 2 LEVELS WITHOUT REPIGMENTING</li> <li>• COVERING WHITE HAIR WITH MEDIUM INTENSITY</li> <li>• IT DOES NOT CREATE REGROWTH EFFECT</li> </ul>
<b>LIGHTENING</b>	<ul style="list-style-type: none"> <li>• LIGHTENING PARTIALLY OR TOTALLY</li> <li>• CREATING FASHION LIGHT EFFECTS</li> <li>• DECAPING</li> <li>• DECOLOURING</li> </ul>	BLONDHER 	<ul style="list-style-type: none"> <li>• LIGHTENING FROM 4 TO 9 LEVELS ACCORDING TO THE LIGHTENING NEEDS WITH 3 POWDER BLEACHERS AND 1 CREAM</li> <li>• LIGHTENING NATURAL HAIR UP TO 4 LEVELS AND TONING WITH 5 SUPERLIGHTENERS</li> <li>• LIGHTENING UP TO 3 LEVELS, WITH 1 AMMONIA-FREE LIGHTENING OIL WITH SELF-LOCKING TECHNOLOGY</li> </ul>
<b>TONING</b>	<ul style="list-style-type: none"> <li>• TONALISING AND GIVING REFLECTION</li> <li>• NEUTRALIZING OR CORRECTING</li> </ul>	BLONDHER TONER LUMINITY MOLECULAR 	<ul style="list-style-type: none"> <li>• COLOURING AND CUSTOMIZING A LIGHTENING</li> <li>• INTENSIFIING THE COLOURS, TONE ON TONE OR DARKER</li> <li>• REVIVING A REFLECTIVE SHADE</li> </ul>
<b>DIRECT COLOURING</b>	<ul style="list-style-type: none"> <li>• COLOURING TEMPORARILY</li> <li>• CREATING CRAZY COLORS</li> </ul>	MOLECULAR CRAZY 	<ul style="list-style-type: none"> <li>• REVIVING A COLOR, TONE ON TONE OR LIGHTER</li> <li>• CREATING FASHION COLORS</li> </ul>

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# luminiTY



Dołącz do nas i zyskaj  
dodatkowe korzyści!



#### PRZEDPREMIEROWY DOSTĘP

**Bądź** pierwszym, który odkryje nasze najnowsze produkty i usługi.



#### EKSKLUZYWNE OFERTY SPECJALNE

**Skorzystaj** z promocji, które nie są dostępne nigdzie indziej.



#### SZYBKIE INFORMACJE

**Otrzymuj** najszybsze aktualizacje o nadchodzących akcjach i wydarzeniach.



#### ZYSKAJ WIĘCEJ NIŻ TYLKO ZNIŻKI

Dziel się swoimi doświadczeniami, opiniami oraz rekomendacjami z innymi członkami. Uzyskaj cenne porady i **bądź na bieżąco** z najnowszymi trendami.