

Oro
Therapy
24k

PROGRAM

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*49 colours
4 intensifiers
3 superlightners
Non-aggressive
Ammonia free
No paraphenylenediamine*



WELCOME

ARTISTRY

Branching from the makers of Fanola Oro Therapy is the new professional cosmetic programme for enhancing all types of hair, enriched with microactive 24 carat gold.

Inspired by the ancient power of gold, created for women who desire only the best and want to illuminate their hair with vitality.

MISSION

We guarantee if you don't like the colour within 30 days, we are happy to provide you a full refund for any unused tubes, no conditions apply.

TECHNOLOGY

GNT Gold Nano Technology Gold 24k leaves hair brilliant and full of shine, with an incredible weightless antiage action.

All the products contain microparticles of pure 24k gold, suspended in a permanent colloidal solution.

This means that these particles are so small that, normally, they cannot be either deposited nor filtered.

Colloidal Gold the permanency in this special solution permits the micro-particles of gold to be instantly transferred within the

hair structure during product application. In this way all the benefits of the metal can be used without the undesirable effects of leaving the hair heavy.

SOURCE

To reach a complete beauty ritual ideal for everyday, Oro Therapy has developed innovative formulations that combine anti-age and illuminating properties of gold with the anti frizz and restructuring properties of Argan Oil.

Argan Oil: Protects, brightens, nourishes and strengthens hair. Rich in Vitamin E, this natural and powerful antioxidant helps fight ageing and protects hair against free radicals.

Sweet Cypress Oil: High content of fatty acids and tocopherol, for natural anti-ageing protection. Gives hair softness and volume, smooth and easy to comb.

Sunscreen: Protects hair fibre from photo cell ageing caused by UVA and UVB rays.

BENIFITS

Gloss and shine combined with lightness, hydration and nourishment for all hair types, hair easier to comb and anti-frizz action.

EDUCATION

We are proud to announce our ambitions, skills and team have grown we are focused on establishing a technical training academy with our experienced and talented technicians. Course enrollments will be available soon keep updated through our website, facebook and campaigns for a launch date.

In the meantime our team is available for your assistance. Our education kit is also available to download online for yourself and the team and our team.

INTERACTIVE NIGHT

We host a free Interactive Night where we train you on the Fanola brand. Live demonstration on the night with models. Keep up to date with news, products, colours all relating to Oro Therapy.

We also open the shop at the end of the show for you to shop and save with discounted items. We believe it is also a great opportunity for our Oro Therapy hairdressers to network.

From the Oro Therapy team we hope you enjoy our range.

BASICS

PH SCALE

Definition pH 10 [H +] The pH scale is a unit of measurement that defines either the acid and alkaline level of strength present in a liquid solution.

- The normal pH level of both hair and skin is between pH 4.5 to 5.5 this is an acid value.
- Acid closes the cuticle scale and restores hair to its normal structure
- Alkaline opens the cuticle scales.

PRIMARY

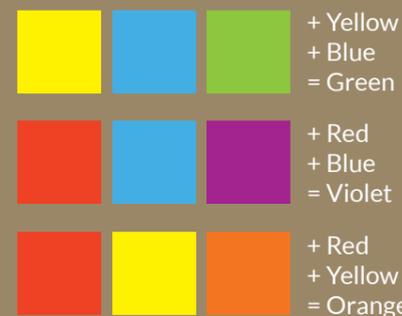
These cannot be created by mixing other colours:



- Blue
- Yellow
- Red

SECONDARY

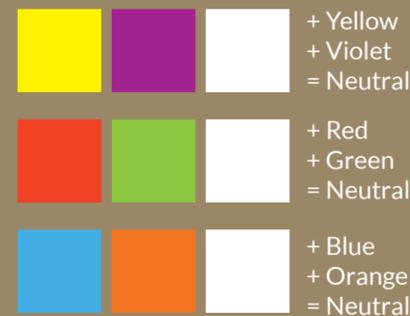
Created by mixing two primary colours in equal.



- + Yellow + Blue = Green
- + Red + Blue = Violet
- + Red + Yellow = Orange

COMPLIMENTARY

Colours that are opposite each other on the colour wheel are known as "complementary colours", when mixed together they will neutralize each other and eliminate the undesired tone, brown is intended for natural.



LEVELS

1.0 Black, 3.0, 4.0, 5.0, 6.0, 7.0, 8.0, 9.0, 10.0.

HIGHLIGHTS

.1 Ash, .2 Violet, .3 Golden, .4 Copper, .5 Mahogany, .6 Red, .7 Iris, .8 Matte, .9 Chocolate

MIXING ORO THERAPY

colour wheel



COLOUR KERATIN oro puro



Long lasting safe and reliable results respects the scalp and the hair leaves hair looking bright, healthy and full of shine.

ABOUT

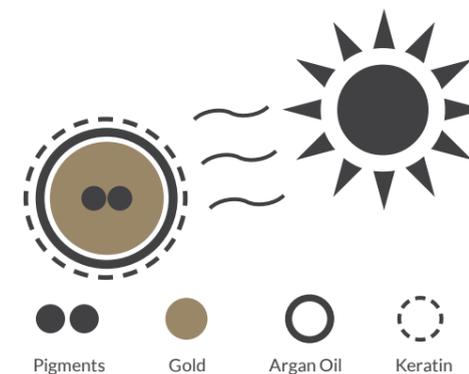
The new ammonia-free permanent coloring system developed to guarantee maximum grey cover, leaving hair brilliant soft hydrated and protected.

Maximum grey cover, brilliant uniform colours, elevated pigment hold for longer lasting color tones, leaves hair silky soft and hydrated, highly protective action, restructuring and conditioning.

HOW IT WORKS

TECHNOLOGY GKA

(Gold + Keratin + Argan Oil)



Thanks to microparticles of Gold 24 K suspended in a colloidal solution permanent, the micro pigments dyes act more effectively enhancing the brightness of the color cosmetics. Argan Oil ensures perfect and optimum conveying the pigment inside the hair leaving it soft and hydrated.

Keratin strengthens this bond favoring an intense restructuring action during the coloring process. The absence of Ammonia ensures that Colloidal Gold elevates and enhances the quality color in full respect of the scalp and the hair fiber.

ACTIVE INGREDIENTS

Gold 24K: Leaves hair brilliant and full of shine, with an incredible weightless anti-age action.

Keratin: Brings vitality and body to the hair structure, regenerates the hair dull and impoverished.

Argan Oil: Protects, brightens, nourishes and strengthens hair. Rich in Vitamin E, this natural and powerful antioxidant helps fight ageing and protects hair against free radicals.

The colour can be applied in cases where the scalp is sensitive. Lifts until 4/5 tone levels, soft and creamy texture for a perfect blend and a good adhesion to the hair, convenience of use delicate oriental fragrance.

PERMANENT COLOUR USE

Pour into a non metal bowl 50ml of Colour Keration Oro Puro with 75ml of Gold Activator Oro Puro then mix.

Levels of lift: 0-1
Mixing: 1:1,5
Oxy: 10 Vol
Time: 20 minutes

Levels of lift: 1-2
Mixing: 1:1,5
Oxy: 20 Vol
Time: 30 minutes

Levels of lift: 2-3
Mixing: 1:1,5
Oxy: 30 Vol
Time: 40 minutes

Levels of lift: +4
Mixing: 1:2
Oxy: 40 Vol
Time: 50 minutes
superlightener USE

Pour into a non metal bowl 50ml mix 50ml of Colour Keration Oro Puro with 100ml of Gold Activator Oro Puro.

PRO TIP: *To achieve reliable and efficient results mix Color Keratin Oro Puro with Gold Activator.*

APPLICATION

As soon as you have prepared the mixture distribute it evenly throughout dry hair.

RINSING

Once the process time is up emulsify thoroughly and rinse with plenty of water until the water runs clean and use the Shampoo Oro Puro.

+ non-aggressive
+ ammonia free
+ no paraphenylenediamine

GOLD *Activator*

SPECIFIC FOR COLOR KERATIN

- Easy to mix and without fragrance
- Guarantees maximum cosmetic action of colour result
- Enriched with Colloidal Gold and Argan Oil
- Available in 10/20/30/40 vol.

ACTIVE INGREDIENTS

Gold 24k and Argan Oil.

USE

Preparation:

Pour into a non metal bowl 50 ml of Color Keratin Oro Puro with 75 ml of Gold Activator Oro Puro then mix.

Superlighteners (SS):

mix 50 ml of Color Keratin Oro Puro with 100 ml of Gold Activator Oro Puro.

APPLICATION

As soon as you have prepared the mixture distribute it evenly throughout dry hair.

RINSING

Once the processing time is up emulsify thoroughly and rinse with plenty of water until the water runs clean and use the Shampoo Oro Puro.

LEVELS OF LIFT

Levels: 0-1:

Mixing: 1:1,5

Oxy: 10 Vol

Time: 20 minutes

Levels: 1-2:

Mixing: 1:1,5

Oxy: 20 Vol

Time: 30 minutes

Levels: 2-3:

Mixing: 1:1,5

Oxy: 30 Vol

Time: 40 minutes

Levels: +4:

Mixing: 1:2

Oxy: 40 Vol

Time: 50 minutes

PURCHASE

- Gold Activator 10 Vol 3% 1000ml - 100818
- Gold Activator 20 Vol 6% 1000ml 100819
- Gold Activator 30 Vol 9% 1000ml 100820
- Gold Activator 40 Vol 12% 1000ml 100821

Its specific creamy formula supports the treating, restructuring and softening actions of the actives.



KERATIN powder



*Ideal for
carrying
out streaks,
bleaching,
decolouring and
all other lifting
techniques.*

ABOUT

It's specific non-volatile formulation reduces risks of irritation and sensitivity. It lifts up to 7 tones and can be mixed with hydrogen peroxide at 3%, 6%, 9%, 12%. Maximum processing time recommended is 35 minutes.

ACTIVES PRINCIPLES

Keratin and Argan Oil

USE

Preparation:

Mix 1 part of powder (30 gr) + 2 parts of Hydrogen Peroxide (60 ml) and leave to process until the desired lift has been reached.

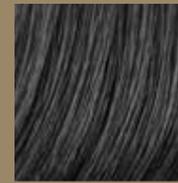
PRO TIP: *Not to be used under heat sources.*

PURCHASE

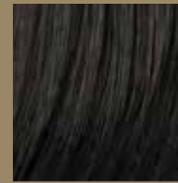
• Oro Therapy Keratin Powder 500g 102401

ORO THERAPY
colour chart

NATURAL MIX 1:1,5



1.0
Black



3.0
Dark Chestnut



4.0
Chestnut



5.0
Light Chestnut



6.0
Dark Blonde



7.0
Blonde

BEIGE MIX 1:1,5



10.1
Blonde Platinum
Ash



10.1 Extra
Blonde Platinum
Ash Extra



6.13
Dark Blonde Beige



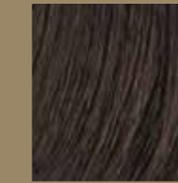
7.13
Blonde Beige



8.13
Light Blonde Beige



9.13
Very Light Blonde
Beige



4.14
Cocoa



5.14
Extra Bitter
Chocolate



6.14
Bitter Chocolate

CHOCOLATE MIX 1:1,5

VIOLET MIX 1:1,5



8.0
Light Blonde



9.0
Very Light Blonde



10.0
Blonde Platinum



10.0 Extra
Blonde Platinum



4.2
Chestnut Violet



5.2
Light Chestnut
Violet

GOLDEN MIX 1:1,5



5.3
Light Chestnut
Golden



6.3
Dark Blonde
Golden



7.3
Blonde Golden



8.3
Light Blonde
Golden



9.3
Very Light Blonde
Golden



10.3
Blonde Platinum
Golden



10.3 Extra
Blonde Platinum
Golden Extra



6.46
Dark Blonde
Copper Red



7.4
Blonde Copper

COPPER MIX 1:1,5

ASH MIX 1:1,5



1.10
Blue Black



5.1
Light Chestnut
Ash



6.1
Dark Blonde Ash



7.1
Blonde Ash



8.1
Light Blonde Ash



9.1
Very Light Blonde
Ash

MAHOGANY MIX 1:1,5



4.5
Medium Chestnut
Mahogany



5.5
Light Chestnut
Mahogany



5.6
Light Chestnut
Red



6.6
Dark Blonde Red

RED MIX 1:1,5

SUPERLIGHTENERS MIX 1:2



11.0
Superlight
Platinum Blonde



11.1
Superlight
Platinum Blonde
Ash



11.7
Superlight
Platinum Blonde
Iris

ILLUMINATING
shampoo oro puro



*Illuminating and nourishing
Shampoo that cleanses hair gently,
making it light, soft and shiny.
Enriched with Microactive Gold,
Argan Oil and Sweet Cyperus Oil.*

USE

Apply on wet hair, rub, then rinse.

PURCHASE

1. Shampoo Oro Puro 1 Litre 100169
2. Shampoo Oro Puro 50ml 100170

ILLUMINATING
argan oil mask



*Enriched with Microactive Gold,
Argan Oil and Sweet Cyperus Oil
restoring vitality and repairing
the damage caused by chemical
services and enironmental stress
by restoring elasticity and nourish
the hair fiber.*

USE

Apply on wet hair on lengths and ends,
leave for 3-5 minutes and rinse.

PURCHASE

1. Illuminating Argan Oil Mask 300ml 100167
2. Illuminating Argan Oil Mask 1 Litre 100166

TREATMENT

Sun + bi-phase



1. REFRESHING SUN WATER

The Oro Therapy 24k Refreshing Sun Water with Micro-Active and Argan Oil leaves skin feeling instantly refreshed and hydrated. Soothes and cools skin after the exposure to the sun. Its mentholated base formula refreshes and soothes redness and irritation.

USE

Can be sprayed to entire body.

2. SUN PROTECTION OIL

The Oro Therapy 24k Sun protecting oil ideal for hair with Micro-Active Gold, Keratin and Argan oil. Formulated with a UV filter that helps protect hair from environmental agents sea salt, sun, chlorine, wind and smog.

USE

Spray over dry hair before sun bathing.

3. BI-PHASE

Enriched with Keratin, Argan Oil, Micro-Active Gold, UV Filter Illuminating restructuring bi-phase conditioner. Detangles and deep nourishes dry, frizzy and treated hair.

USE

After shampooing, towel dry and spray along lengths and tips. Massage and comb through, do not rinse off.

PURCHASE

1. Oro Therapy Refreshing Sun Water 200ml 102425
2. Oro Therapy Sun Protection Oil 115ml 102423
3. Oro Therapy Leave in Bi-Phase Oro Puro 200ml

RESTRUCTURING

keratin spray



Enriched with Micro-Active Gold, Keratin, Argan Oil, UV Filter. Restructures hair instantly. Gives body, tone and volume. Does not weigh down the hair. Anti-frizz action.

USE

Spray evenly over damp hair before blowdrying and style as desired. Spray on dry hair, dry in dryer to define the fold.

PURCHASE

1. Restructuring Keratin Spray 150ml 102261

ORO THERAPY

24k argan oil



Enriched with Microactive Gold, Argan Oil and Sweet Cyperus Oil and Uv Filter. Eliminating the frizz effect and the split ends fighting the formation of free radicals and carries out a restructuring action.

USE

Add a few drops of oil on the palms of the hands and apply along lengths and ends. Apply to damp hair to reduce drying times and to increase brilliance. Apply to wet hair to eliminate frizz and leave hair easy to comb and restore instant shine.

PURCHASE

1. Oro Therapy 24k Argan Oil 100ml 100168

RUBINO PURO
ruby reds & brunettes



Transforming fluid for colored and treated hair fixed and enhances the brilliance of color cosmetic prolonging the durability thanks to an effective antioxidant action. Active principles Ruby, Micro-Active Gold, Argan Oil, Sweet Cyperus Oil, UV Filter.

USE

Apply a few drops to damp towel dried hair and style as desired; for a more immediate effect apply directly to dry hair. Rapid to absorb and build-up free.

PURCHASE

1. Rubino Puro Ruby Reds and Brunettes 100ml 100168

ZAFFIRO PURO

sapphire blondes



Illuminating fluid for blonde, bleached and streaked hair returns to the bleached hair body and vitality, fighting the yellow highlights and giving instant shine. Active principles Sapphire, Micro-Active Gold, Argan Oil, Sweet Cyperus Oil, UV Filter.

USE

Apply a few drops to damp towel dried hair and style as desired; for a more immediate effect apply directly to dry hair. Rapid to absorb and build-up free.

PURCHASE

1. Zaffiro Puro Sapphire Blondes 100ml 100171

DIAMANTE PURO

stressed hair



Counteracts the oxidative process caused by thermal stress (plate and hairdryer), environmental (pollution, sunlight and external agents) and mechanical (brush, styling) giving new strength and instant softness.

USE

Apply a few drops to damp towel dried hair and style as desired; for a more immediate effect apply directly to dry hair. Rapid to absorb and build-up free.

PURCHASE

1. Diamante Puro Diamond Stressed Hair 100ml 100165

Oro Therapy Oil Counter Display

INCLUDES

- x3 100ml 24k Argan Oil
- x3 100ml Rubino Puro Ruby
- x3 100ml Zaffiro Puro Sapphire
- x3 100ml Diamante Puro Diamond
- x1 Box

PURCHASE

Set 102263



Oro Therapy 24k pack

INCLUDES

- x1 Argan Oil 100ml
- x1 Argan Oil Mask 300ml
- x1 Argan Oil Shampoo 250ml
- x1 Display Box

PURCHASE

Set 100172



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made in Italy

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