

VIRTUOUS COLOUR

JOJOBA OIL AND ORGANIC GREEN TEA LEAVES

NATURAL HAIRCARE

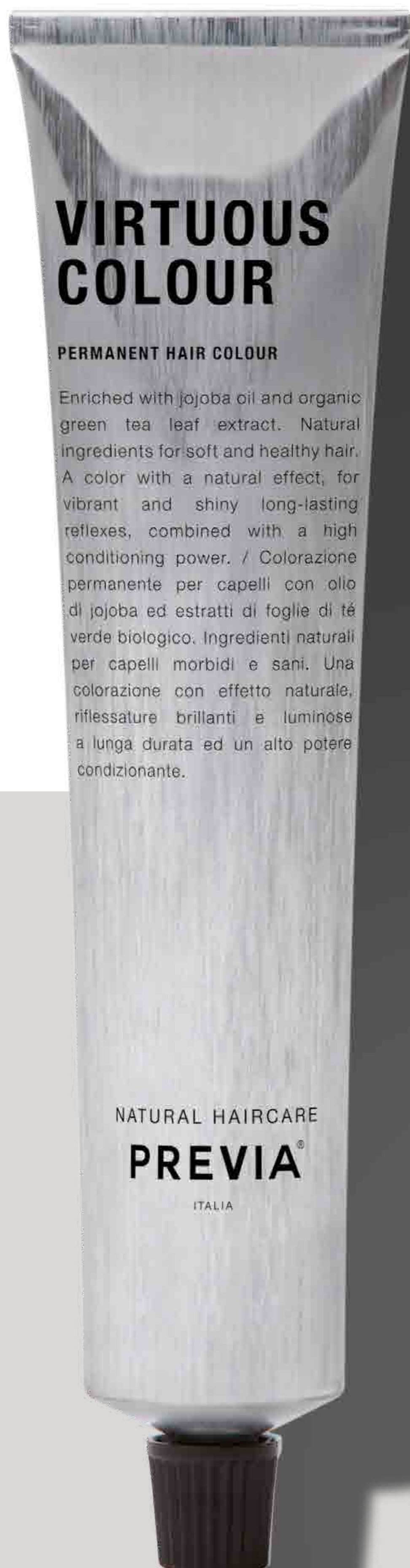
PREVIA[®]

ITALIA

THE COLOUR BECOMES VIRTUOUS!

Our new “Virtuous” identity
influences our bestseller!

A new look to enhance this
product’s values.



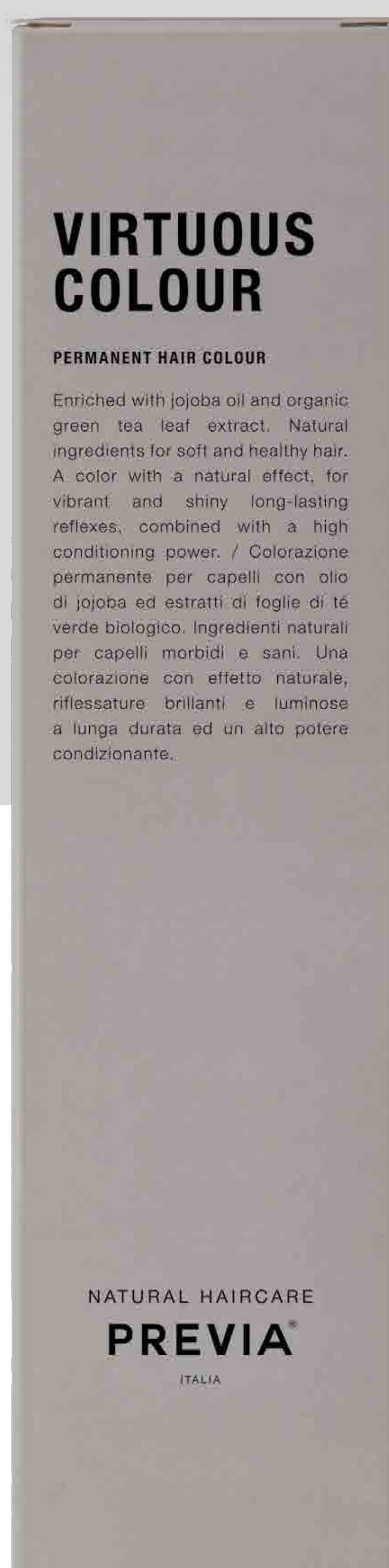


NEW LOOK. SAME FORMULA. SAME RESULT.

The formula you already know, in an even more sustainable packaging! The same performance and reliability in a modern more virtuous style.



OLD



NEW

VIRTUOUS COLOUR

JOJOBA OIL AND ORGANIC GREEN TEA LEAVES

Enriched with jojoba oil and organic green tea leaf extract. Natural ingredients for soft and healthy hair. A color with a natural effect, for vibrant and shiny long-lasting reflexes, combined with a high conditioning power.

VIRTUOUS COLOUR

PERMANENT HAIR COLOUR

Enriched with jojoba oil and organic green tea leaf extract. Natural ingredients for soft and healthy hair. A color with a natural effect, for vibrant and shiny long-lasting reflexes, combined with a high conditioning power. / Colorazione permanente per capelli con olio di jojoba ed estratti di foglie di té verde biologico. Ingredienti naturali per capelli morbidi e sani. Una colorazione con effetto naturale, riflessature brillanti e luminose a lunga durata ed un alto potere condizionante.

NATURAL HAIRCARE

PREVIA[®]

ITALIA

GENUINE.

**WITH INGREDIENTS OF NATURAL ORIGIN
DELICATE FORMULA
LOW AMMONIA CONTENT**

EFFECTIVE.

**INTENSE LONG-LASTING COLOURS
SOFT AND RESTRUCTURED HAIR.
WARM SHADES PALETTE
NATURAL EFFECT**

RESPECTFUL. ENVIRONMENTAL- CONSCIOUS CHOICES

ETERNAL RECYCLABLE ALUMINIUM

- Aluminium tubes can be recycled endlessly without losing their quality.
- The recycling process uses 95% less energy than is used for producing a new one.
- 75% of the aluminium extracted in history is still in use today.

SUSTAINABLE RECYCLABLE CASING

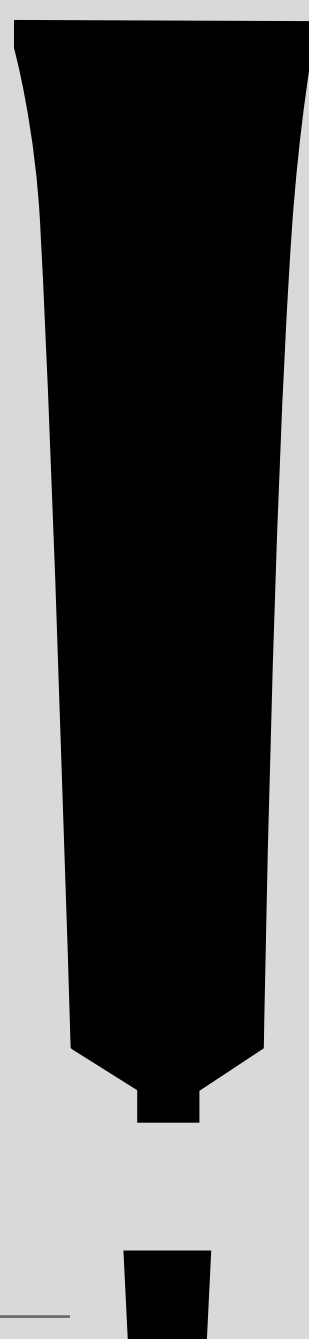
- Paper from responsibly managed forests.
- Printed with food-grade vegetable ink devoid of oil.
- 100% renewable and sustainable energy.

SEPARATE COLLECTION IN THE SALON

We foster virtuous behaviours! The right disposal of waste helps curb the negative impact on the environment.

ALUMINIUM

On average, a tube of colour takes 60 days to enter the recycling system after its use in the salon.



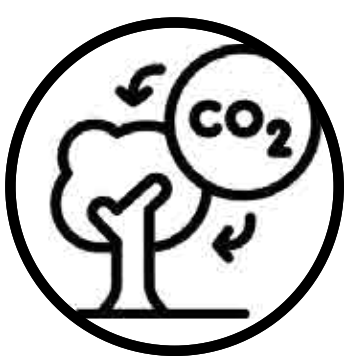
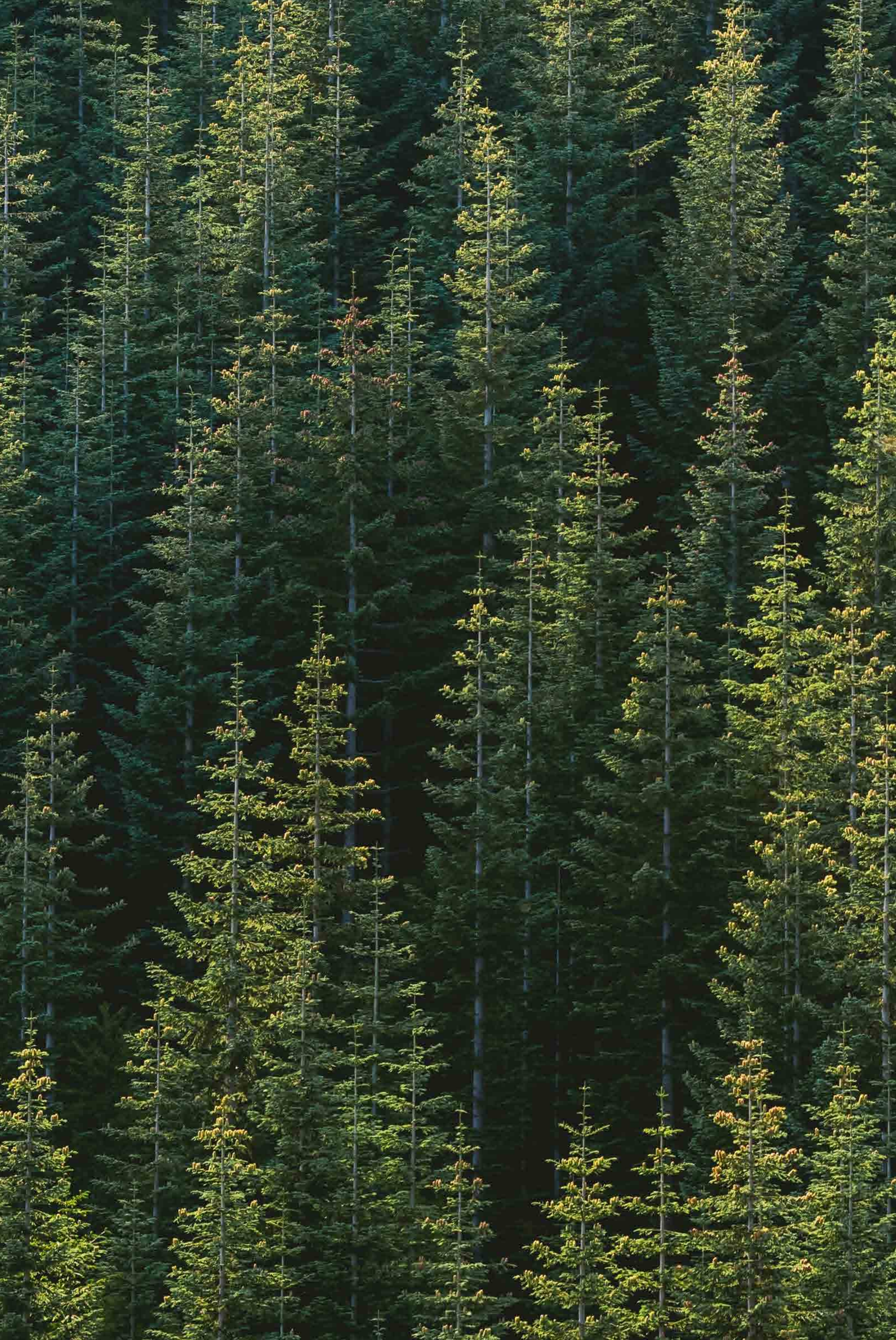
PAPER

Removes paper from dumps to infuse new life into it, allows for cutting fewer trees for the production of cellulose.



PLASTIC





REDUCE CO₂
#PREVIAFOREARTH

SUPPORT PROJECTS THAT HELP REDUCE
OUR CARBON FOOTPRINT

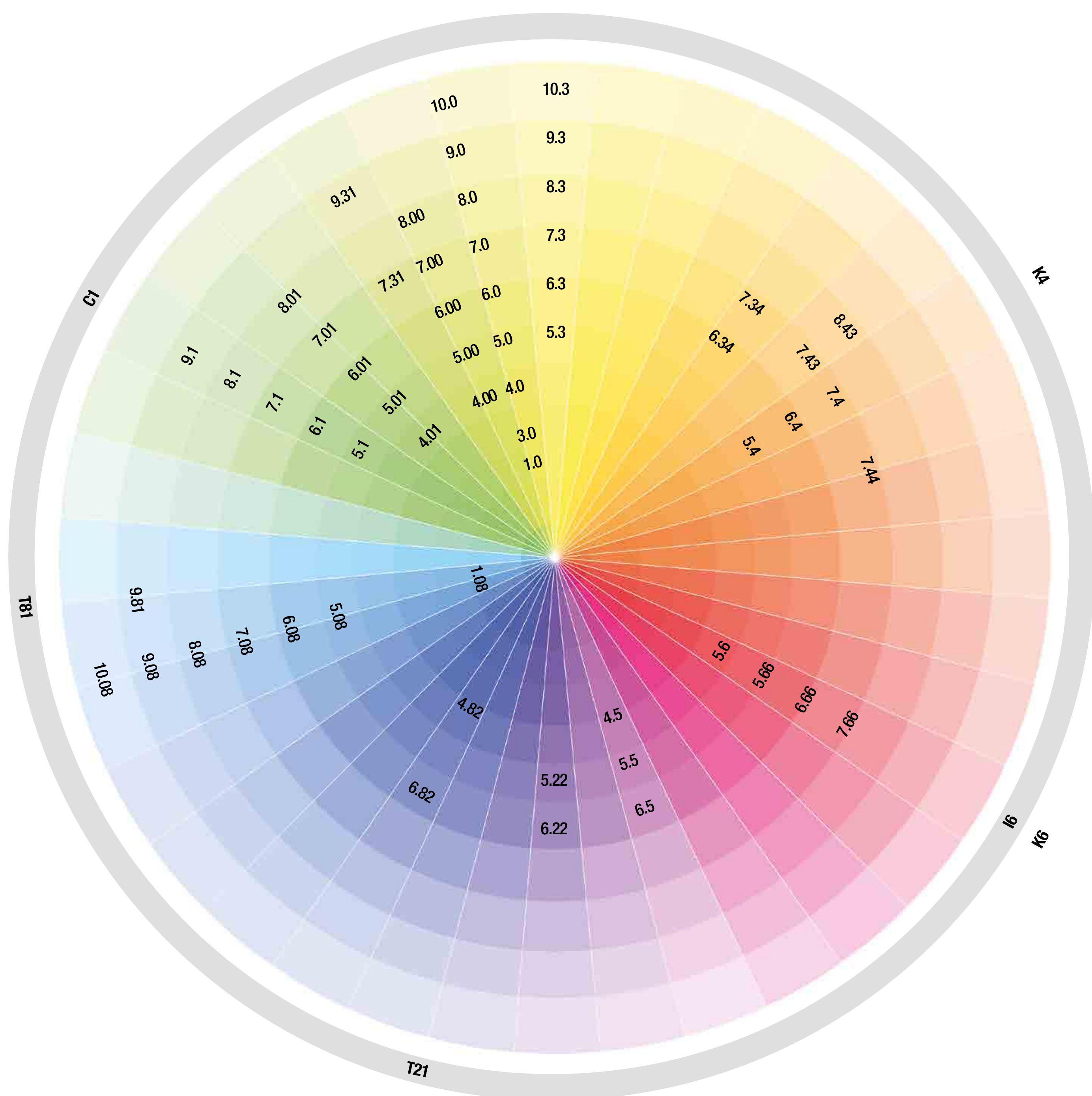
NEW COLOUR CHART

Our most beloved nuances included in a new color chart. A new more manageable format for an easier choice of nuances.

NEW NUANCES

A renewed chromatic palette to provide new inspiration and creativity to colour services.





VIRTUOUS COLOUR

JOJOBA OIL AND ORGANIC GREEN TEA LEAVES

.0 | NATURAL

- 1.0 1N black
- 3.0 3N dark brown
- 4.0 4N medium brown
- 5.0 5N light brown
- 6.0 6N dark blonde
- 7.0 7N medium blonde
- 8.0 8N light blonde
- 9.0 9N very light blonde
- 10.0 10N platinum

.00 | INTENSE NATURAL

- 4.00 4NN medium intense natural brown
- 5.00 5NN light intense natural brown
- 6.00 6NN dark intense natural blonde
- 7.00 7NN medium intense natural blonde
- 8.00 8NN light intense natural blonde
- 11.00 11NN intense natural super platinum

.01 | NATURAL ASH

- 4.01 4NA medium natural ash brown
- 5.01 5NA light natural ash brown
- 6.01 6NA dark natural ash blonde
- 7.01 7NA medium natural ash blonde
- 8.01 8NA light natural ash blonde

.08 | NATURAL PEARL

- 1.08 1NP natural black pearl
- 5.08 5NP light natural brown pearl
- 6.08 6NP dark natural blonde pearl
- 7.08 7NP medium natural blonde pearl
- 8.08 8NP light natural blonde pearl
- 9.08 9NP very light natural blonde pearl
- 10.08 10NP natural platinum pearl

.01 | ASH

- 5.1 5A light ash brown
- 6.1 6A dark ash blonde
- 7.1 7A medium ash blonde
- 8.1 8A light ash blonde
- 9.1 9A platinum ash
- 11.1 11A super platinum ash

.31 | SAND GOLD ASH

- 7.31 7GA medium golden ash blonde
- 9.31 9GA very golden ash blonde
- 11.31 11GA super platinum golden ash

.32 | BEIGE GOLD VIOLET

- 6.32 6GV dark golden violet blonde
- 8.32 8GV light golden violet blonde

.41 | TOBACCO COPPER ASH

5.41	5CA	light copper ash brown
6.41	6CA	dark copper ash blonde
7.41	7CA	medium copper ash blonde
8.41	8CA	light copper ash blonde

.48 | CHOCOLATE COPPER PEARL

3.48	3CP	dark copper pearl brown
4.48	4CP	medium copper pearl brown
5.48	5CP	light copper pearl brown
6.48	6CP	dark copper pearl blonde
7.48	7CP	medium copper pearl blonde

.82 | COLD CHOCOLATE PEARL VIOLET

4.82	4PV	medium violet brown pearl
6.82	6PV	dark violet blonde pearl

.3 | GOLD

5.3	5G	light golden brown
6.3	6G	dark golden blonde
7.3	7G	medium golden blonde
8.3	8G	light golden blonde
9.3	9G	very light golden blonde
10.3	10G	platinum blonde

.34 | GOLD COPPER

6.34	6GC	dark golden copper blonde
7.34	7GC	medium golden copper blonde

.4 | COPPER

5.4	5C	light copper brown
6.4	6C	dark copper blonde
7.4	7C	medium copper blonde
7.44	7CC	medium intense copper blonde

.43 | COPPER GOLD

7.43	7CG	medium copper golden blonde
8.43	8CG	light copper golden blonde

.6 | RED

5.6	5R	light red brown
5.66	5RR	light intense red brown
6.66	6RR	dark intense red blonde
7.66	7RR	medium intense red blonde

.5 | MAHOGANY

4.5	4.M	medium mahogany brown
5.5	5.M	light mahogany brown
6.5	6.M	dark mahogany blonde

.22 | VIOLET

5.22	5VV	light intense violet brown
6.22	6VV	dark intense violet blonde
11.02	11NV	natural super platinum violet

S | SILVER

9.81	9S	very light silver blonde
11.81	11S	super platinum silver blonde

H | HIGH LIFT

H0	HN	natural high lift
H1	HA	ash high lift

SH | STRONG HIGH LIFT

SH1	SHA	s_ash high lift
SH81	SHS	s_silver high lift

BOOSTER

T | TONER

T81	TS	silver toner
T21	TVA	iridescent toner

K | CONTRAST

K6	KR	contrast red
K4	KC	contrast copper

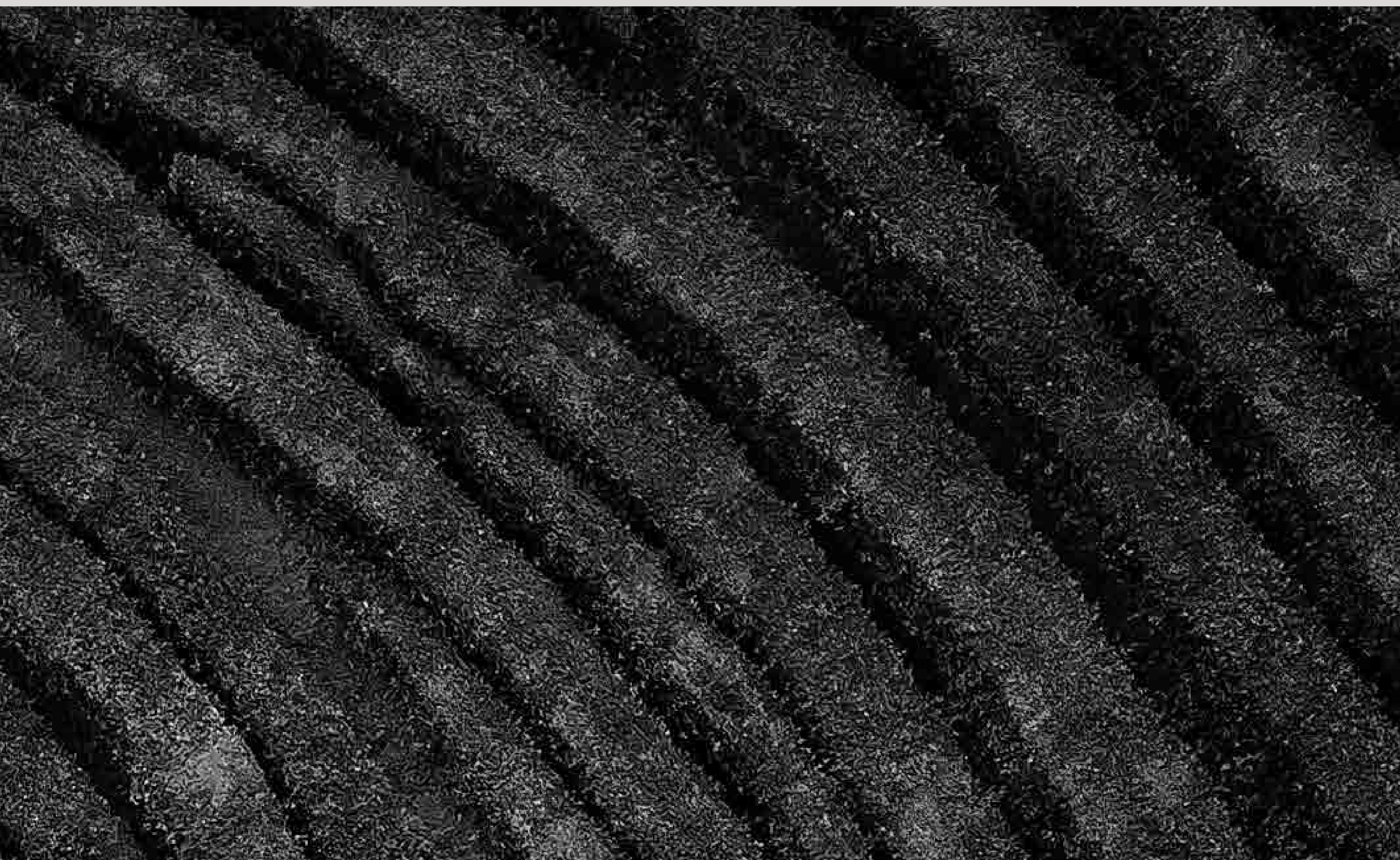
C | CORRECTOR

C1	CA	ash corrector
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I | INTENSIFIER

I6	IR	red intensifier
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● | NUOVE NUANCES



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