



INFUSION ELEMENTS



ALDO
COPPOLA





THE ALDO COPPOLA
INFUSION COLORING SYSTEM
REPRESENTS AN INSEPARABLE
COMBINATION OF THE
INTRINSIC PROPERTIES OF
PLANT EXTRACTS AND THE
MOST RECENT PROGRESS IN
BIOTECHNOLOGY APPLIED TO
THE FIELD OF COSMETICS.



INFUSION ELEMENTS

Numerous ingredients linked with natural beauty and hair care rituals are available today in a form biocompatible with the hair fiber.

In our laboratories, they have been combined with treating active ingredients able to regenerate and restructure the hair during the coloring process, based on a number of unique, exclusive recipes.





INFUSION ELEMENTS, A WORKING METHOD INSPIRED BY A LONG HISTORY, WITH RENEWED VALUE EVERY TIME

Infusion Elements is the natural evolution of the sustainable approach to beauty typical of the Aldo Coppola working philosophy. Aldo Coppola hairstylists possess expertise that is unrivalled worldwide, using mixes of different types of coloring herbs and plant combinations to obtain splendid reflexes. In the Infusion Elements rituals, each treatment is enriched with the nutritional and regenerating properties of the new mixes of herbs and complemented with a rich variety of functional, supporting elements.

To boost the cosmetic effect of INFUSION ELEMENTS reflexing mixes, use them in combination with all the complementary mixing and maintenance products, and with the Pigmento direct coloring product.





INFUSION ELEMENTS, AN AUTHENTIC BEAUTY TREATMENT FOR HAIR

Thanks to the cosmetic properties of the plant extracts and the natural oils, the Aldo Coppola colour service is now more able than ever before to offer unrivalled results, with bright, natural reflexes that guarantee complete respect for the hair fiber and stronger hair that is full of body and with a soft, glossy, natural look. Application after application, the hair becomes increasingly resistant to external agents, as well as visibly healthy.

NATURAL AND SAFE TO USE

The Infusion Elements rituals are a response to the demands of women who pay growing attention to the need for products that are both natural and safe to use.

THE INFUSION METHOD

Infusion Elements is a unique, exclusive method in which style, beauty and haircare coexist in perfect harmony. Coloring hair with the Infusion system means paying special attention to every customer, and keeping them coming back thanks to the genuine customized service provided. It offers reflexes of unrivalled brightness, with a rich, deep colour effect, able to naturally light up the face. No artificial-looking total cover effect, but natural looking colour results, as deep and intense as desired.



HARMONY AND STYLE

In the Infusion system, the natural elements in the formula guarantee equally natural results, in perfect harmony with the hair colour, offering an extraordinary effect able to enhance every woman's style by boosting the vibrant, glossy nature of the colour and bringing splendid shades to the lightening effects, with marvelously smooth, balanced hues. Let those first grey hairs become an ally, not an enemy of beauty.



REFLECTING PLANT POWDERS

The Infusion Elements powders are special mixes of coloring herbs and plant extracts, studied to create reflecting plant masks for the hair with extraordinary beneficial properties. In addition to offering unique, natural reflexes no other coloring method can provide, they also restructure the hair fiber in depth, with visible results right from the first application. The selected mix of herbs is enriched with Pectin and Vitamin C, which intensify the regenerating action and offer a creamier texture that is easier to spread through the hair.





INFUSION ELEMENTS
EVEREST
COLD

—

Everest belongs to the
Infusion professional system,
with an icy character able to
cool and sublime.

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INFUSION ELEMENTS

RED FIRE
INTENSE RED

Red Fire belongs to the
Infusion professional
system, with a deep, potent,
unconditionally red shade.



INFUSION ELEMENTS

TIBET
SOOTHING

Tibet belongs to the Infusion professional system, able to tone down and soften colour reflexes thanks to the soothing herbs.



INFUSION ELEMENTS

NAMIBIA
WALNUT HUSK

Namibia belongs to the Infusion professional system; its dark, intense, earthy shade is reminiscent of the husk of walnuts.




INFUSION ELEMENTS

LOVE RED
RED



Love Red belongs
to the Infusion professional
system, with a profound,
universal shade of red.





IN THE ALDO COPPOLA
INFUSION SYSTEM, "ELEMENTS"
IS SYNONYMOUS WITH TREATING
ACTIVE SUBSTANCES, THE
NUMEROUS ACTIVE INGREDIENTS
CONTAINED IN PLANT EXTRACTS.
THESE ELEMENTS ARE ALSO
PART OF A COMPLETE RITUAL,
IN WHICH NATURAL AND
COSMETIC SUBSTANCES ARE
SKILLFULLY MIXED TO OBTAIN
EXTRAORDINARY RESULTS.



INFUSION ELEMENTS

Element is meant in the sense
of material, substance, a part of
a whole: a complex set of formulas
dedicated to one specific working
method, a historic asset of
Aldo Coppola, today offering greater
versatility and performance than ever.

INFUSION ELEMENTS PROFESSIONAL TREATMENT RITUALS



VITAMIN OIL

Vitamin oil is a splendid mix of ultra-nourishing plant oils, able to regenerate the hair fiber in depth, in keeping with an ancient haircare ritual. The Grapeseed, Coconut and Sesame oils are left to infuse in Emblica Officinalis (Amla), to bring out the vitaminic and moisturizing properties of the active ingredients to the full. Vitamin Oil is ideal for completing the Infusion Elements coloring system.



EMULSIONE

An ultra-light, creamy emulsione with an acid pH, formulated for mixing with the Infusion Elements plant powders, makes the compound compatible with the hair fiber and soft upon application. Emulsione contains intensely restructuring natural oils and plant extracts: during application, it boosts the regeneration and nourishment of the hair fiber, making it softer and glossier.



THE MIX

Emulsione and Vitamin Oil are formulated for use in the Infusion Elements mixes (plant powders and water), bringing nourishment and shine to the hair and making it more manageable. They are both excellent if used as an intensive restructuring treatment before the application of Infusion Shampoo and Mask, or Liquid Cream.



CARE AND MAINTENANCE ROUTINE IN THE HAIR SALON AND AT HOME

The Shampoo, Mask and Liquid Cream contain plant extracts with slightly amber-colored reflections that help maintain the color bright and glossy over time. They regenerate the hair fiber, protecting it and keeping it soft. They are the ideal products to maintain the color obtained with the Infusion plant system.



SHAMPOO

Formulated with ultra-delicate cleansers and treating plant elements, it gently washes the hair in depth, and is particularly suitable for colored hair.



MASK

Restructuring mask for hair with treating plant elements and Evening Primrose and Sweet Almond plant oils, formulated to nourish and moisturize the hair fiber in depth. Disentangles instantly, boosting shine and softness.



NO RINSE - LIQUID CREAM

Restructuring liquid cream for hair with treating plant elements and Evening Primrose oil, formulated to moisturize the hair fiber in depth, with an immediate conditioning effect.



SHINE

Formulated with a complex of plant sugars for the utmost sheen, Shine is designed to enhance the brightness of the hair, as well as effectively moisturizing and regenerating it. Used immediately after the Infusion coloring ritual, it TONES DOWN THE REFLEXES, making it possible to reduce the intensity and adjust any excessively bright tones. This corrective efficacy gradually dwindles until zero, within 48 hours of the coloring process.

Shine can also be used on clean, towel-dried hair, simply as a LIQUID SHINE-BOOSTING MASK.



FADE MILD DECOLORIZING

Fade is a very gentle decolorizing powder with excellent lightening performance. It contains ingredients with conditioning properties, for a decolorizing action that respects the hair fiber. The lightening power guarantees natural, pure, bright highlights. Fade is suitable for all lightening techniques. Mixed with oxidizing creams, it guarantees a supple, easy-to-work-with mix that aids application and helps the mix adhere better to the hair during leave-on time.



INFUSION ELEMENTS DIRECT COLOR



PIGMENTO DIRECT COLOR

Pigmento is a ready-to-use direct coloring product exclusively formulated for Aldo Coppola, bright and effective at covering grey, with a beautifully natural color result.

The gentle ammonia-free base of the formula is ideal for reviving a colour or intensifying reflexes while respecting the hair.

A plant-based filming agent protects the hair fiber during leave-on time, helping to keep the surface smooth and manageable at the drying stage.

Pigmento is a formula tested by Aldo Coppola colorists in a mix with the elements of the Infusion system, guaranteeing a smooth, even result for every coloring and highlighting service.



Pigmento does not need to be mixed with an oxidizer, and can be applied directly in the desired shade. The color result is more intense on lightened hair, and fades gradually with each wash, without the root regrowth effect.

INFUSION ELEMENTS

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SHAMPOO
1000 ml
250 ml



MASK
500 ml
200 ml



SHINE
200 ml



LIQUID CREAM
200 ml



EMULSIONE
1000 ml



VITAMIN OIL
14 x 6 ml



FADE - MILD
DECOLORIZING
500 g



PIGMENTO
DIRECT COLOR
4 x 50 ml



RED FIRE
750 g



TIBET
750 g



NAMIBIA
750 g



LOVE RED
750 g



EVEREST
750 g



Set of metal tin cans with wooden top.

Lined writing area for notes.





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