



Fantasylook™



FANTASY LOOK
is an **enchanting line** of *specialised*

**professional beauty products
created to:**

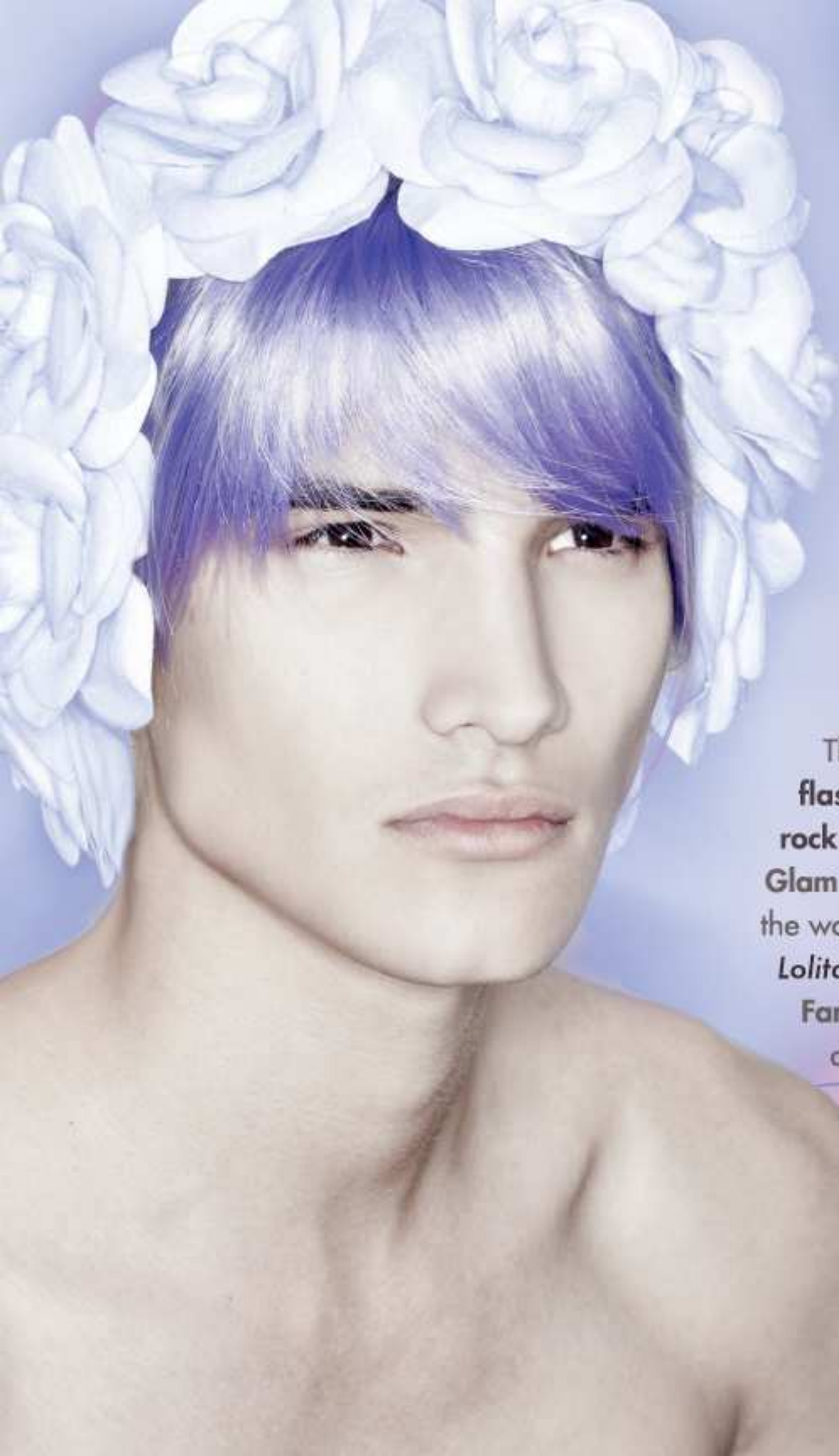
- bring joy
- express creativity
- enhance individual beauty
- provide quality solutions

In the creation of **FANTASY LOOK** products, international hairdressers worked **hand in hand** with our **Research & Development Laboratories** to create **unique formulas**. **THEIR MOTIVATION** was the desire to promote an optimistic enchanting **atmosphere**, **positive inspiration and loving creativity**, whilst at the same time, provide **expert tools of supreme quality** for the realisation of **SUPERIOR PROFESSIONAL IN-SALON SERVICES**.

MADE IN ITALY



Fantasylook™



indie glam rock lifestyles

Glitzy Glamour in contrast with traditionalism is what inspired **Glam Rock!** This trend began in the late 1950's by famous rock music personalities wearing **flashy makeup, wild haircuts** and **colors**, stirred together with **elaborate glam rock fashions** that **shocked orthodox society**.

Glam Rock has since influenced a series of sub cultures that have diffused around the world and gained in popularity. The most popular being *Indie Glam, Punk Glam, Lolita* and *New Romantic*...

Fantasy Look is a **jumbled up mix...** with a *bit of Indie Brit, a little sexy Lolita* and a *dash of New Romantic* along with a *large dose of Glam*...

Creatively decorating, coloring and accentuating one's self...
to live in the **SPOTLIGHT...**

This is FANTASY LOOK!







related indie styles:

GLAM PUNK AND LOLITA

Originating in Asia these fashion cultures contain **rock-influenced elements** mixed with **frilly Victorian babydoll attributes**.

The **Lolita's**, or "**Rorikos**," lifestyles have branched out over the years and are now known around the world.

With such extensive expansion, these creative sub-cultures are going mass and are becoming significant cultural trends. The Great Britain and the U.S. play a huge role in these Asian sub-culture's expansion and diffusion.



other glam culture lifestyles

Mori.

Not a subset of Lolita but a separate **street trend**, Mori dresses tend to be **longer and softer**, **glam fashion** with a dedication to **earth tones** and a **downplayed style**.

Gyaru.

A subset of **ultra-feminine Indie Rock street fashion** taken from the English word “gal”, Gyaru doesn’t look a lot like Lolita, but it borrows many of the same concepts, including **exaggeratedly “feminine”** characteristics like lots of **eye makeup** and a **glamorous aesthetic**.

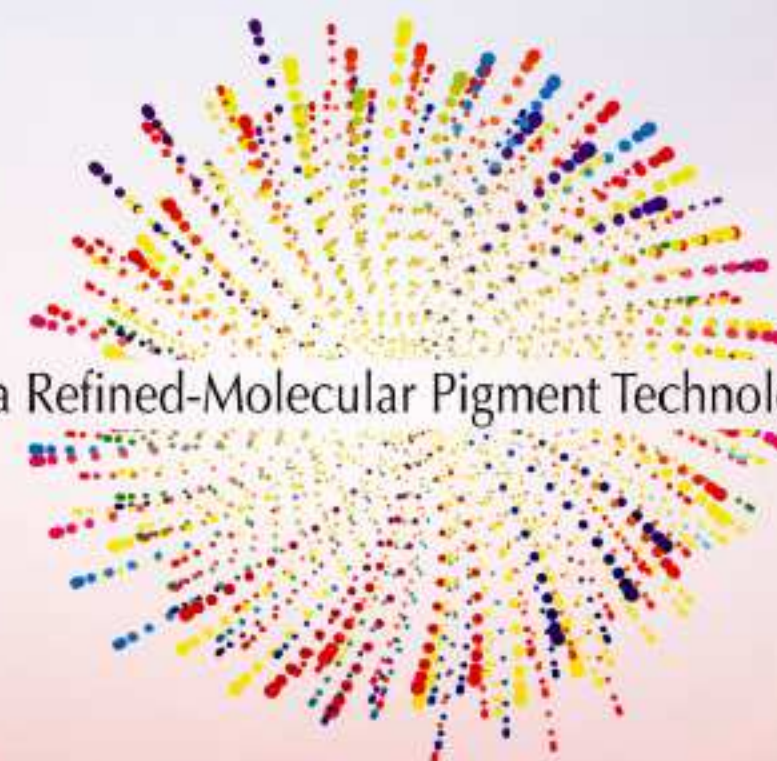
Hime.

An overlapping offshoot of Gyaru and Lolita, **Hime-gyaru** offers wearers a **modern-day, grown-up princess look**, heavily based on **Rococo period fashions**.



Hair Color Cream is produced in Italy
by one of the most **advanced, extensively certified and exclusively
designed production technologies in the world.**

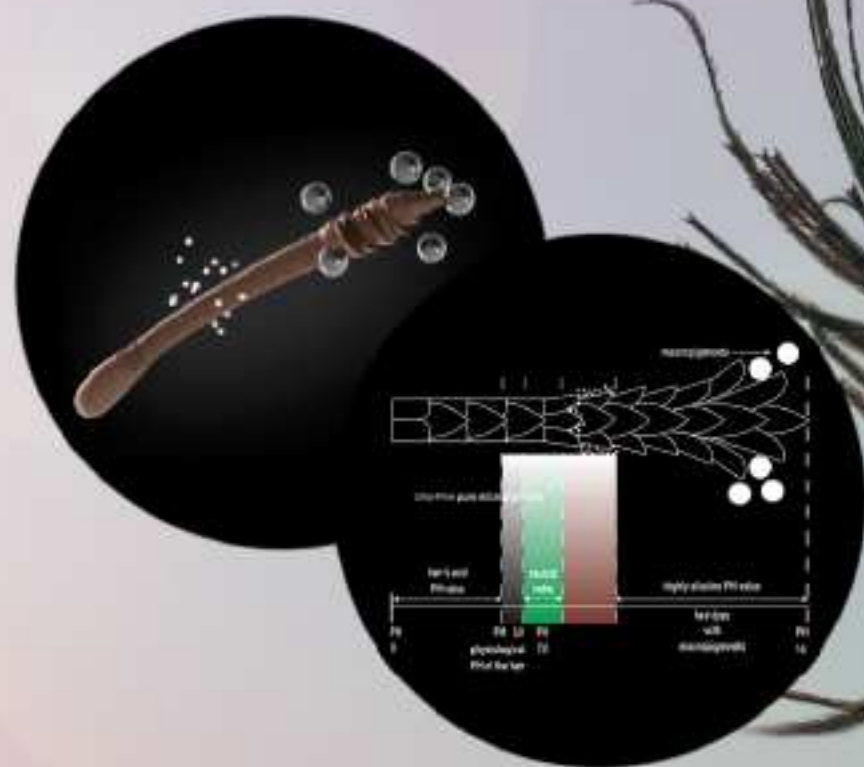
These **TOP SECRET one-of-a-kind**, customised colour production
facilities operate more than **50 exclusive process procedures**
for the **hermetically sealed, pharmacological manufacture of
advanced professional hair colour formulations.**



Ultra Refined-Molecular Pigment Technology™

Ultra Refined-Molecular Pigment Technology™

This advanced technology allows profound pigment penetration for long lasting intense shade and tone development during the course of low alkaline gentle oxidation processing, resulting in modern translucent, multichromatic beautiful cosmetically coloured hair.



FANTASY LOOK offers a gorgeous and enticing professional range of

113 colour pigmentations calibrations

luxuriant tones, shades and highlighters
all contained in a rich conditioning cream emulsion.

FANTASY LOOK HAIR COLOR CREAM is enriched with
a wonderfully **conditioning, nourishing** and **protective**
Bee's Wax secreted by **Mediterranean Worker**
Honeybees.

This pure cosmetic grade Bee's Wax originates
from **Italian beekeepers** located in the the **beautiful**
Tuscany countryside.

This super **moisturizing** and **emulsifying** Bee's Wax
shields and soothes the hair, leaving a **deep luster** and **full-bodied elasticity**.





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FANTASY LOOK

hair colour

fashion boosters & correctors

These **colour boosters & correctors** are designed to **intensify or to adjust** your **finished shade intensity and tone**, by simply mixing a quantity of booster or corrector with your pre-selected **fashion colour nuance**. You can have **creative freedom** when mixing **beautifully rich** and **matt FASHION TREND TONES & SHADES**.

FANTASY LOOK

clear booster blonding cream

This **lightening cream** is designed to **boost the lifting power** when mixed into any of the colours within the **FANTASY LOOK** range (including the fashion shades).

It can also be used on its own 1 to 1.5 parts with peroxide to **achieve natural looking highlights**, when **weaving, meshing** and **streaking** the hair, this results in **lifting without neutralizing the underlying pigment**. We recommend using on a base level 7 or lighter.

When mixed with High-Lift colours it delutes the pigment intensity and is ideal for the realisation of pastel colours!

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super lift series

The **Super lift Series** contains
Level 5 Super Lift and **Level 11 and 12 Superior Lift**.
This series can be used with **30 Vol (9%) peroxide**
or **40 Vol (12%) peroxide**.

This series will achieve a **maximum lift potential** when
applied to a natural base colour level 6/7 and above.



FANTASY LOOK **oxidizing emulsion** creams

7 Vol, 10 Vol, 20 Vol, 30 Vol & 40 Vol

- preservative free
- Colorant free
- Gluten free
- SLS, SLES, sulfate free

These **conditioning oxidation emulsions** are formulated with **Reverse Osmosis purified water** and are of the **highest professional pure grade quality**.



FANTASY LOOK **universal**
colour activator Formulated with
an exclusive oxidation process

**COMFORT FRAGRANCE TECHNOLOGY & SHINE
PROTECTION SYSTEM.** This luxurious cream
emulsion blends perfectly with the **FANTASY
LOOK COLOUR CREAMS** for balanced
oxidation processing creating an
even colour penetration and
coverage during professional
applications.



Fantasy Look

de-coloration powders

Enriched with Guar Gum

Guar Gum **restructures, protects and softens**, reaching the **core** of the hair fiber.

Bleach Powder White

Fantasy Look bleaching powder allows stylists to create **streaks, highlights and de-coloration services** while acting gently on the **hair's natural pigments and structure**. It contains **protective and emollient substances** that maintain the hair's structure intact during even the most intense lightening procedures. Using the proper application methods **Bleach Powder White** always **guarantees perfect results**.

Bleach Powder Blue & Bleach Powder Green

For potential **lifting of up to 6/7 levels**, thanks to its **anti-yellowing agents**, it significantly reduces the yellow tones that may occur during de-coloration processing. Created with **heavy, non-volatile micro granules**, these advanced formulas guarantee a **safe and secure viscosity**, easily blended, perfect for all professional application techniques.





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Fantasy Look **Color Last**

a **Shampoo** and **Mask**
formulated with **Cotton Oil**

Color Last Shampoo helps to **rebalance** the **physiological pH** whilst delicately cleansing. Created with advanced **Micro-Molecular conditioning compounds** for the **reconstruction** of hair fibers after cosmetic colouring treatments. This professional formula **soothes, moisturizes and softens** chemically treated hair. Leaves hair **shiny and elastic**.

The **Color Last Mask** is ideal to **fix in the colour**. Used in **combination** with the **Color Last Shampoo** this **super complete conditioner** rich in **Micro-Molecular conditioning compounds** that give the hair structure **strength, shine and volume**.





The styling & finish line

allows you to create amazing, fun and trendy looks

These 8 products sculpt, define, shape and give volume to the hair.

Formulated with state of the art active protective ingredients

these incredible products guarantee maximum customised results, giving hydration, shine and softness to the hair with uncompromising long lasting flexible hold.

Fantasy Look has created the ideal tools to satisfy your imagination! Give freedom to your creativity for soft or strong results!

- **SHAPE** Hair Mousse Strong
- **MOOVE** Mousse Gel
- **EAZY LIX** Detangling Protective
- **FREEZE** Hair Spray Extra Forte
- **CONTROL** Hair Spray No Gas Extra Strong
- **DEFINE** Styling Wax
- **EAZY BRIGHT** Instant Shine
- **DIAMOND TOUCH** Crystal Drops with Linseed Oil





Beauty Service srl
Brescia-Italy
www.fantasylookstyle.com
contact@beautyservice.info
Tel +39.030.336.3045
Fax +39.030.336.3812