



PHILIP MARTIN'S®

MADE OF ITALY

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M armellatà

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INSPIRATION

Marmellatà was born from the need for a unique colour that guarantees results and, at the same time, gives the customer a sensory experience. Marmellatà takes its name from its unique texture, a gelée reminiscent of the softness and richness of jam. A texture that delicately envelops the hair, guaranteeing an even and comfortable application, transforming colouring into a true beauty ritual.

THE COLOUR

Marmellatà is the advanced permanent oxidation colouring system, without ammonia, Resorcinol and PPD, created to meet the ever-increasing needs and demands for high-performance, comfortable gelée colouring with brilliant reflections and refined shades that last a long time and guarantee up to 100% coverage of first grey hair.

The synergy between textures, pure pigments and selected raw materials of the highest quality give life to In-Gelée Complex, a complex that guarantees unrivalled versatility and performance. Thanks to its high conditioning and anti-ageing action, it is ideal for hair that is stressed, delicate and sensitised by repeated chemical treatments, mechanical and environmental stress.



IN-GELÉE
COMPLEX



CHROMA
COVER PLUS
TECHNOLOGY



VEGAN
FORMULA



CRUELTY
FREE

M armellatà

Main features

Glowing Effect
Developed with high-purity pigments, free of mineral impurities, they guarantee highly faithful, vivid, brilliant and long-lasting colours.
Ammonia-free Colouring
Totally free of ammonia, PPD and parabens. The absence of ammonia fumes drastically reduces any undesirable effects, both skin and respiratory.
Fragrance-free
Being fragrance-free, it transforms the colouring service into a pleasant and rewarding sensory experience for both the professional and their customer.
Versatile Texture
Its easy-to-mix and easy-to-apply In-Gelée Complex texture creates perfect adhesion to the hair during application for precise and stable results.
Innovative Formula
The innovative formulation is rich in active plant ingredients with conditioning and antioxidant properties, for silky, moisturised and shiny hair, in total respect of the most sensitive scalp.
High Coverage
Perfect coverage of grey hair, naturalness and uniformity of reflection from root to ends, for a precise technical result in every situation and on every hair type.
Wide Range
The wide, modern range of nuances allows endless mixing possibilities for highly customised solutions and maximum creative freedom.

Marmellatà Technology

Thanks to the new Chroma Cover Plus pigment technology, Marmellatà guarantees greater coverage of white hair, while maintaining its creamy texture, gentle application and nourishing performance.

The synergy between texture, pure pigments and selected raw materials of the highest quality give life to In-Gelée Complex, which guarantees unrivalled versatility and performance. The colour is transformed by changing the dilution and type of oxygen from permanent to slightly alkaline demipermanent, allowing the hairdresser to express his creativity to the full.

The revolutionary formula continues to respect sensitive skin and preserve hair health, offering vibrant colours and surprising softness.

MONOETHANOLAMINE: from 5:0 to 6,5%

COLOUR pH: from 9.0 to 10.0

Chroma Cover Plus

The new equilibrium calculation system is based on a mathematical principle that the molar concentration of the base dye is equal to the molar concentration of the sum of the other copulant dyes (reflex pigment).

The ratio of base pigment to reflex pigment is 1:1, so that no unbound molecules remain in the colouring process. This guarantees extraordinary durability and maximum uniformity of the colour result.

Texture & Comfort

With its soft consistency, In-Gelée Complex is easy to mix, apply and rinse thanks to a natural ingredient (oleic alcohol). It guarantees perfect adherence to the hair during application and maximum stability throughout the application time, for a reliable, precise and flawless colour service in every situation.

The absence of ammonia fumes and of any perfume makes the colouring ritual an extremely pleasant and gratifying moment for the client, as well as a comfortable one for the professional.

Main Active Ingredients



ORGANIC BILBERRY EXTRACT • PROTECTIVE

Bilberry is a very powerful antioxidant to combat skin and hair ageing. Rich in vitamins A, B and C, it improves blood circulation. In cosmetics, it is used as an astringent and dermopurifying agent.



CURRANT EXTRACT • ANTIOXIDANT

Ribes Nigrum Oil contributes to maintaining the integrity of the skin barrier and mitigates skin damage caused by ultraviolet radiation, free radicals and cellular ageing, by virtue of its emollient and decongestant properties.



MARACUJA EXTRACT • CALMING

Maracuja oil is portentous because it is rich in essential fatty acids: composed largely of linoleic acid, omega 3 and omega 6 and flavonoids, it helps skin regeneration. It is excellent for everyday cosmetics, but is really special in many problematic skin situations (dermatitis, itching, excessive dryness, irritation, cracking).



PITAYA EXTRACT • SOOTHING

The antioxidant activity is mainly due to the high content of ascorbic acid (vitamin C) and its power as a radical scavenger, which helps combat photo-ageing and protect and soothe the skin in the event of erythema and sunburn.



PEACH EXTRACT • MOISTURISING

It is used for ageing and sensitive skin. Rich in vitamins A and E and essential fatty acids, peach oil has special emollient, soothing and moisturising properties for the skin tissue. It is a non-greasy oil, easily absorbed by the skin.



BITTER ORANGE EXTRACT • BRIGHTENING

It has a conditioning and polishing effect, closes the scales of the hair leaving it soft, shiny and disciplined. It purifies the skin and prevents greying; it strengthens the bulbs and stimulates hair growth. Due to its antioxidant and purifying properties, it is an excellent remedy for combating and preventing oily skin, dandruff and scalp imbalances.

Marmellatà

Protocol

MIXING RATIO

1 part Marmellatà+ 1.5 parts Cream Activator 1:1.5
Marmellatà is formulated for 100% coverage of grey hair.

Marmellatà offers natural hair coverage. It guarantees natural results without the annoying visible grey regrowth. This is due to the formula containing Oleic Alcohol, a fatty alcohol derived from olive oil, which helps remove MEA and thus avoid this annoying inconvenience without weighing down the hair. The reflex shades must be mixed with the basic shades for grey hair covering, as shown in the table.

IMPORTANT

Always make sure to deposit the colour well for maximum results and perfect colouring of grey hair.
NO HEAT! Heat is neither required nor recommended.



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Mixing Guidelines

The processing time is 40 minutes with white hair, however, when working on non-pigmented hair types, always check the desired result before removing the color. Extend the processing time by 5-10 minutes if necessary.

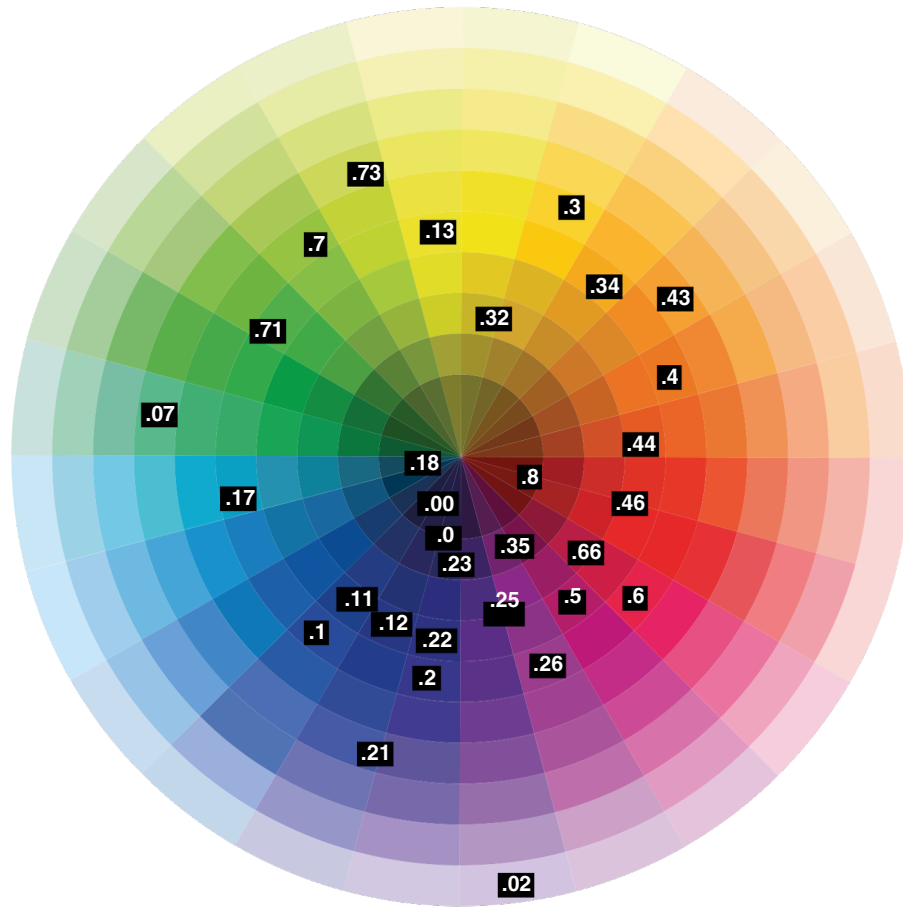
Volumes (%)	Processing Time	Lifting	Mixture	Result
5 (1,5%)	35 minutes	0 - 1/2	1:2	Tone on tone, Toning, Repigmenting
10 (3%)	20 - 25 minutes	0 - 1	1:1,5	Lighten, Change reflection, Darken
20 (6%)	35 minutes	2	1:1,5	Coverage of white hair, Lighten, Add or change reflection
30 (9%)	35 - 40 minutes	3	1:1,5	Coverage of white hair, Lighten, Add or change reflection
10 (3%)- 20 (6%)- 30 (9%)	35 - 40 minutes	1 - 2 - 3	1:1	Coverage of white hair, Lighten, Add or change reflection, more coverage

% White Hair	Base
Up to 50%	Not necessary
From 50% to 100%	50% base + 50% reflection

Marmellatà

Color Wheel

Marmellatà offers 90 modern nuances that can be mixed together, allowing the professional to expand the palette to infinity by stimulating the desire for creativity and imagination.



Reflex	Name	Pigment
.0	Natural	/
.1	Ash	Blue
.2	Violet	Violet
.3	Gold	Yellow
.4	Copper	Orange
.5	Mahogany	Red/Violet
.6	Red	Red
.7	Sand	Green
.8	Chocolate	Yellow/Red/Blue

Marmellatà

Product Range

Marmellatà offers 90 modern nuances that can be mixed together, allowing the professional to expand the palette to infinity by stimulating the desire for creativity and imagination.

Family	Nuance
NATURAL	1.0 - 3.0 - 4.0 - 5.0 - 6.0 - 7.0 - 8.0 - 9.0 - 10.0
INTENSE NATURAL	4.00 - 5.00 - 6.00 - 7.00 - 8.00 - 9.00
VERY INTENSE NATURAL	44.00 - 55.00 - 66.00 - 77.00 - 88.00 - 99.00
GOLDEN	5.3 - 6.3 - 7.3 - 8.3 - 9.3 - 10.3
COPPER GOLDEN	6.34 - 7.34
GOLDEN MAHOGANY	4.35 - 6.35
INTENSE ASH	4.11 - 5.11 - 6.11 - 7.11 - 8.11 - 9.11 - 10.11
COPPER	5.4 - 6.4 - 7.4 - 8.4 - 7.44
GOLDEN COPPER	8.43
INTENSE RED	4.66 - 5.66 - 6.66 - 7.66
MAHOGANY	4.5
VIOLET MAHOGANY	5.52
MATT	4.7 - 5.7 - 6.7 - 7.07 - 8.07
MATT/ICE	4.71 - 6.71
ICE/MATT	5.17
VIOLET	5.2 - 8.2 - 9.2 - 9.22 - 10.2 - 10.22
VIOLET/ICE	9.21 - 10.21
ICE/VIOLET	8.12
BEIGE	6.32 - 7.23 - 7.32 - 8.13 - 9.13 - 9.23 - 10.13
CHOCOLATE	4.81 - 6.81 - 8.81 - 4.8 - 6.8 - 6.18

Correctors and Intensifiers

Correctors/intensifiers help the practitioner to intensify a colour or neutralise an unwanted lightening base. They should be used alone to create 'fashion' effects or mixed with colour, always respecting the rule of 11.

BLUE	Intensifies blue reflections, neutralises orange reflections
GOLD	Intensifies and deposits golden highlights
RED	Intensifies and deposits red highlights, neutralises green highlights
VIOLET	Intensifies cool violet highlights
GREEN	Intensifies green highlights, neutralises red highlights
GREY	Intensifies grey highlights, controls warm undertones on tone levels 8-9-10
PINK	Intensifies pink highlights, neutralises green on tone heights 8-9-10
CLEAR	Dilutes the colour with which it is mixed in terms of reflection and tone height and lightens natural hair

Marmellatà

Application Method

Being a gelée colouration, Marmellatà is applied in the traditional way using a brush, placing and depositing the emulsion in the scalp without swiping it. Otherwise, by smearing the emulsion, there would be a lack of deposit at the base and adhesion on the hair structure to the detriment of the colour result.

Applicazione:

Apply Marmellatà to dry hair using a non-metallic bowl and brush.

VIRGIN HAIR APPLICATION:

Option 1

- With the chosen shade, apply an activator with a lower value, e.g. 20 vol. (6%), to the first centimetre of the hair starting from the scalp.
 - With the remaining hair, apply the same shade using an activator with a higher value, e.g. 30 vol. (9%).
 - Leave on for 40 minutes.
- Rinse with lukewarm water and use the appropriate Philip Martin's Wash and Rinse.

Option 2

- Mix Marmellatà with the chosen Cream Activator.
- Apply the colour leaving 2 cm from the root to all lengths and tips, leave on for 15 minutes.
- Prepare the same formula, apply to regrowth (roots) and refresh lengths and ends.
- Leave on for 40 minutes.
- Rinse with lukewarm water and use the appropriate Philip Martin's Wash and Rinse.

Retouch(newgrowthofmax.2cm):

To lighten, darken, add or change the tone or colouring of white hair:

- Mix the chosen Marmellatà shade with the Cream Activator.
- Apply the colour only to the new growth area.
- Leave on for 40 minutes.
- Rinse with lukewarm water and use the appropriate Philip Martin's Wash and Rinse.

If new hair growth exceeds 2 cm and you want to lighten your hair, follow option 1 or 2 above.

Note: when colouring hair for the first time, it is important to always carefully assess its porosity and condition. If the hair is damaged and/or porous at the ends, it is recommended to apply colour to the ends 15 minutes later than to the new growth (roots), this will help to maintain the optimal condition.

Marmellatà

FAQ

1.

Can I compare the coverage of Marmellatà to that of True Color?

Absolutely not, they are designed and manufactured to satisfy 2 completely different target groups.

True colour gives full, saturated and non-transparent coverage, while Marmellatà satisfies the demand for two-dimensional coverage where grey hair is coloured unevenly, giving the final colour a much more natural appearance.

2.

Can I mix True Color with Marmellatà?

Absolutely not, because they use 2 completely different technologies that cannot be mixed together.

3.

Is Marmellatà meant to be a root colour only?

Due to the very low presence of alkaline agent inside, it can be used transversally from root to tip.

At the root, for grey hair colouring and lightening of the natural base, use a 1:1/2 mixture; on the lengths and ends, for the pigment deposit service from dry hair and from wet hair for the toning service, use a 1:2 mixture.

4.

Why is it important to have Marmellatà in the salon?

Because it guarantees a different colour result on the roots compared to True Color, and is therefore aimed at two different target customers.

Another fundamental aspect: in synergy with Glitch, Marmellatà allows toning work on all tone levels, from the darkest to the lightest.



Philip Martin's Color World

Colour has always been part of our lives. Have you ever tried to imagine a world in black and white? Colour triggers and nurtures our emotions and feelings by making us express what we feel or how we want others to see us. This is what artists do.

For Philip Martin's, colourists are, to all intents and purposes, artists, and as such they need a colour palette that allows them to indulge their inspiration without renouncing the certainty of the result and respecting the client's wellbeing.

This is why Philip Martin's colour segments were created, a collection of shades that allows the professional to work with originality on any request the market may make.

Each Philip Martin's colour line has been formulated with selected raw materials, perfectly balanced pure pigments, correctors to personalise the reflection and plant-derived actives to treat the hair during colouring.

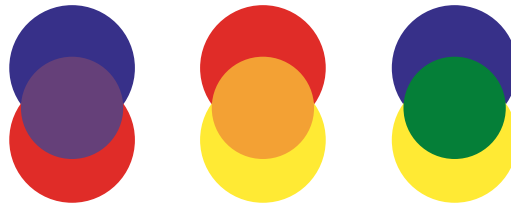
The synergy of all these ingredients results in an extraordinary colour that guarantees:

- Uniform tone and colour tone levels
- Freedom to create a customised reflection
- Better colour adhesion on the hair
- 100% white hair colouring
- Security of the final result
- Brilliant, luminous colour

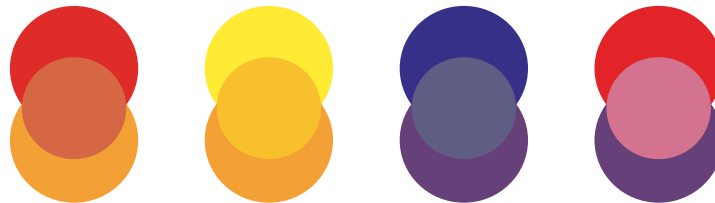
The Colour Spectrum



Primary colours are blue, red and yellow. They are also called "absolute colors" because it is not possible to recreate them with any combination of the other colours. When mixed two by two, they give life to secondary colours. When the three are mixed all together, the result is a muddy, undefined or neutral black/brown color.



Secondary colours are violet, orange and green. These are created by mixing two primary colours together. Mixing blue and yellow together we obtain green, mixing blue and red we obtain violet and mixing red and yellow we obtain orange. Depending on the amount of primary colour used in the mixture, the intensity of the secondary colour obtained can vary. For example, the more blue is used, the darker the green, vice versa the more yellow is used, the lighter the green. Combining primary colours in equal parts does not necessarily result in a balanced secondary colour, it all depends on the tonal domain of each primary colour.



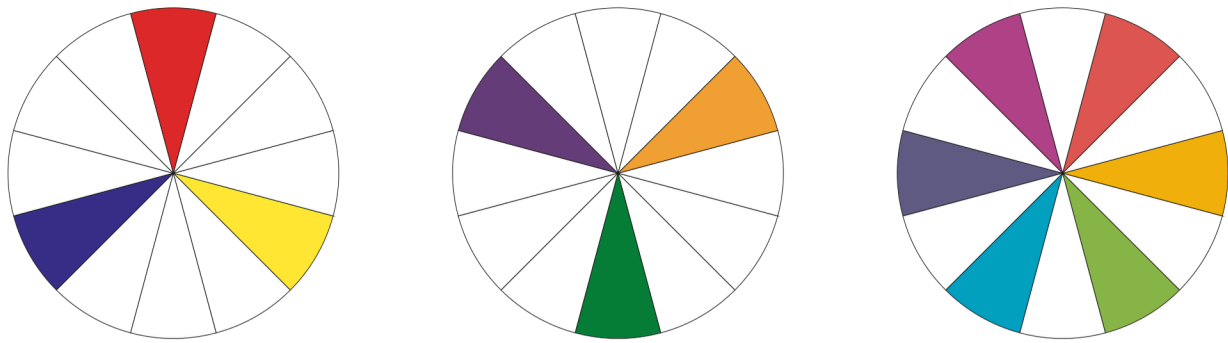
Tertiary colours are created by combining a primary colour with the adjacent secondary colour.

Complementary Colours

An important property of colours is contrast, which is the ability of one colour to cancel another one out. This is a crucial aspect to consider when you want to neutralise unwanted reflections in the hair that may be too warm or too cold.

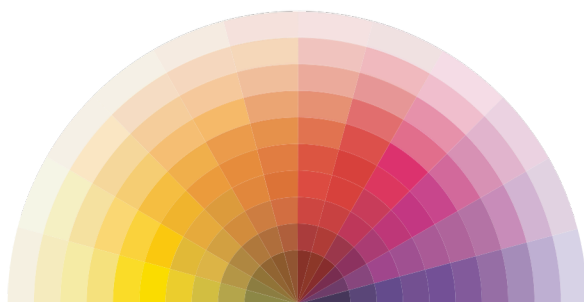
Complementary colours are those that are located opposite each other on the colour wheel. The complementary colour of a primary colour is the secondary colour on the opposite side of the colour wheel, and is the mix of the other two primaries: blue and orange, red and green, yellow and violet.

Examples: if the hair is golden/yellow and you want to turn off this reflection, you will have to use a violet shade; if you want to remove an orange reflection, you will have to use a blue shade; and so on.

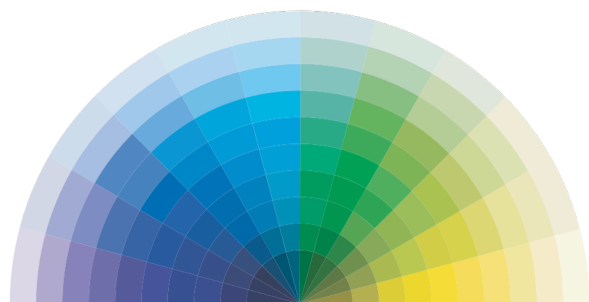


Cold or Warm?

The colour spectrum consists of primary, secondary, and tertiary colours. These are classified into two categories: cold and warm colours.



Warm Colours: red, orange and yellow.



Cold Colours: blue, violet and green.

The theory of warm and cold can be helpful in choosing the perfect shade in harmony with your client's skin tone.

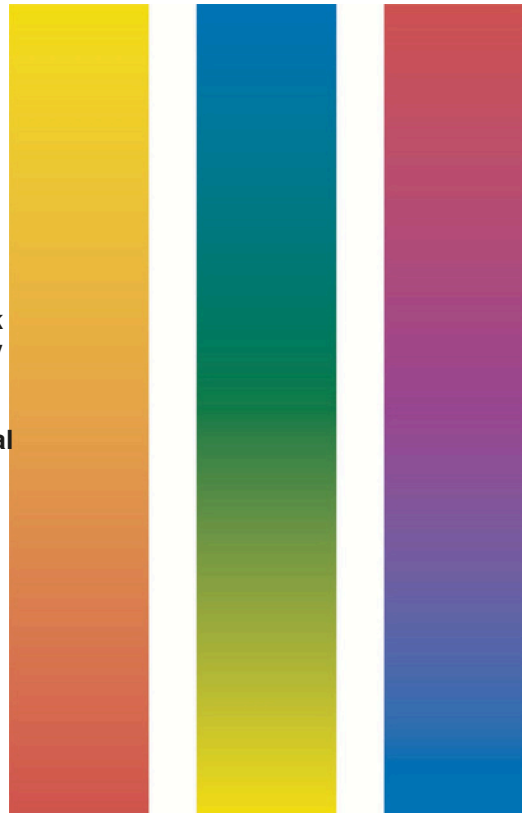
Tonal Dominance

When combining colours to obtain a secondary or tertiary colour, equal proportions are not always used because some tones are more dominant than others.

Understanding tonal dominance will help you create a tailor-made colour for your customer.

Examples: When blue and yellow are combined to create green, blue is the most dominant tone, so you will need more yellow to create a secondary green; if blue and yellow were used in equal proportions, a dark blue-green would be created, which would be a tertiary colour.

When looking for a lighter copper, more yellow is required than red; if red and yellow were mixed in equal parts, since red is the dominant tone, the result would be a copper red.



Successful Mixing

The art of successful mixing allows the colourist to create a tailor-made colour for each client, thus achieving a wide range of shades. When mixing shades that are directly opposite in the colour spectrum, you will get a neutral color that can be classified from light blond to dark brown. These colours can be warm, cold or neutral depending on the amount of tones used.

The dominant tones are blue, red and violet and when used on lighter hair, they overlap and become dominant. When working on darker shades, you will need to add more tones to make them visible.



Notes

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