



nearth:

SHADES OF NATURE

NATURAL HAIRCARE

PREVIA[®]

ITALIA

AMMONIA FREE PERMANENT COLOUR

EARTH COLOUR

A natural and delicate permanent colouring, with no added ammonia, made with ingredients of plant origin, certified essential oils and botanical active ingredients.

A selection of nuances with cool tones inspired by the colours of Nature for an authentic, long-lasting colour with a natural effect.

**GENTLE FORMULA / 100% VEGAN /
ORGANIC CERTIFIED INGREDIENTS/
COLD SHADES PALETTE /
NATURAL EFFECT / SUSTAINABLE**



NEW NUANCES INSPIRED BY THE COLOURS OF NATURE

Earth Colour's chromatic range is enriched with new nuances deep, intense, soft and enveloping tones inspired by two particular ecosystems reflecting recent fashion trends.

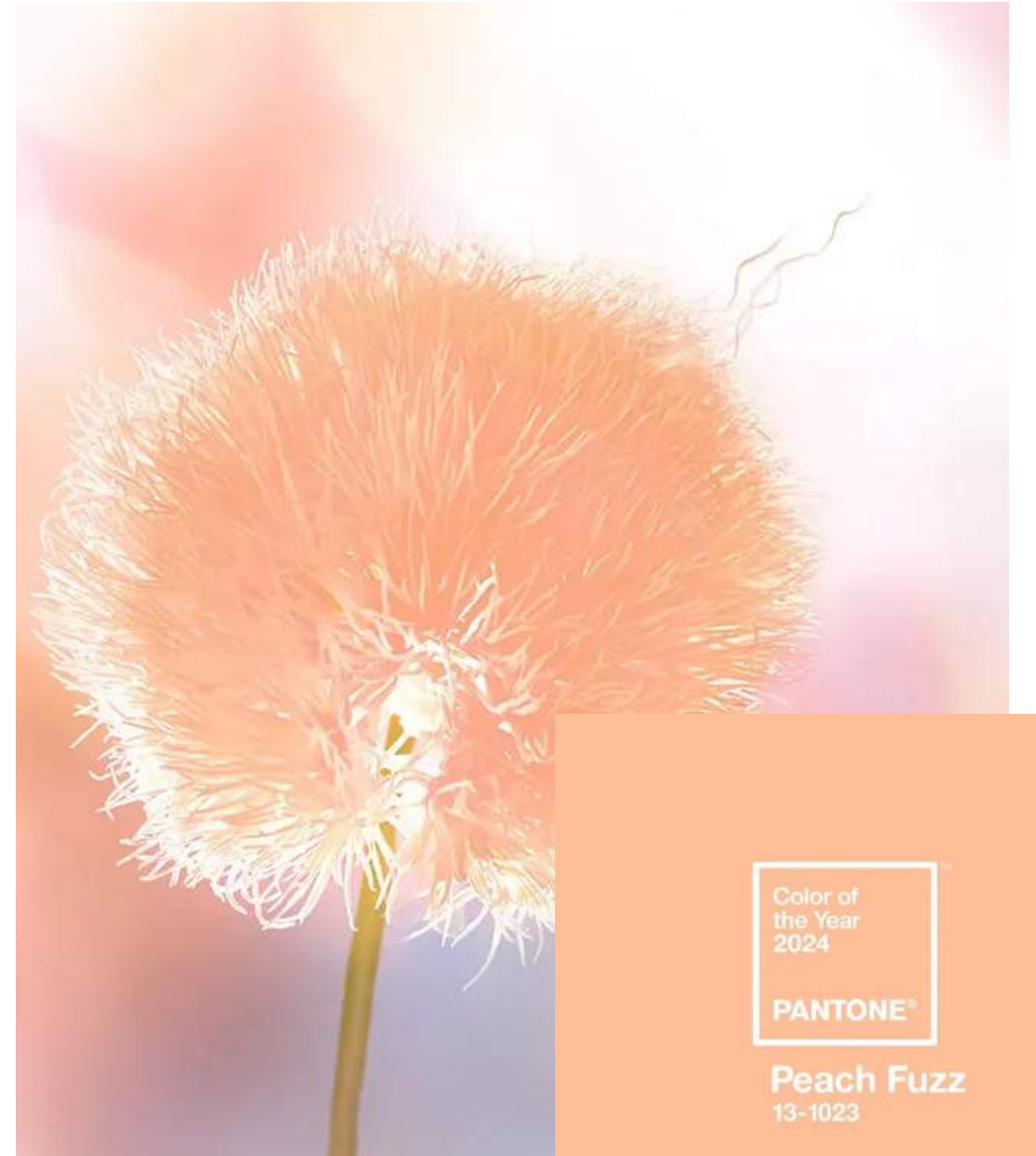
FASHION TREND

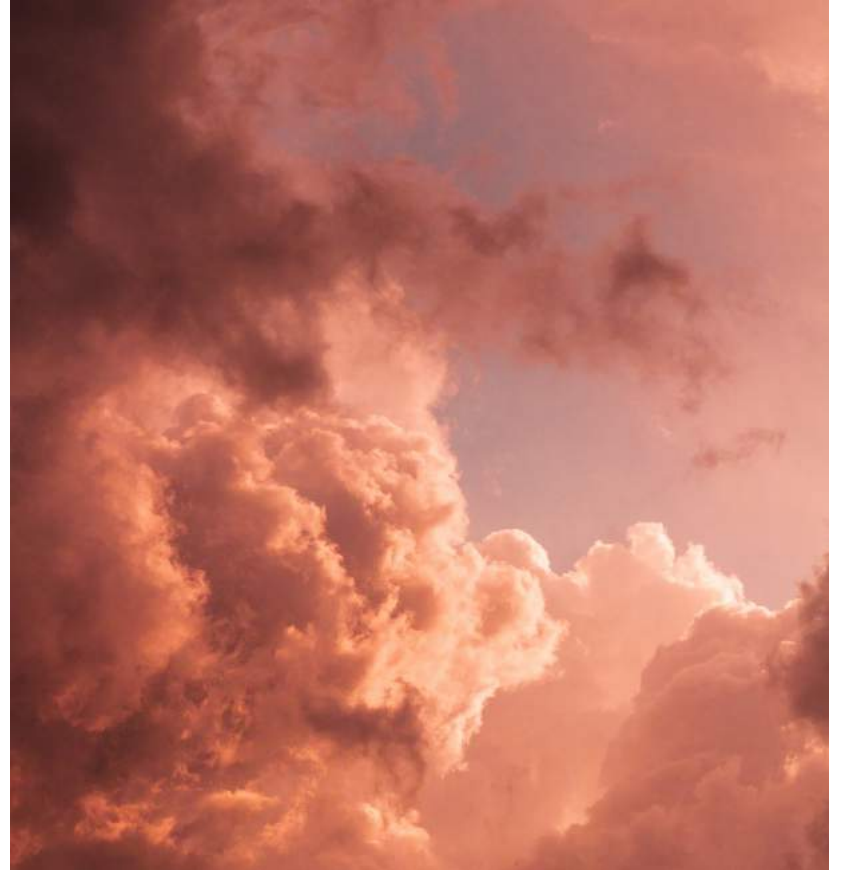
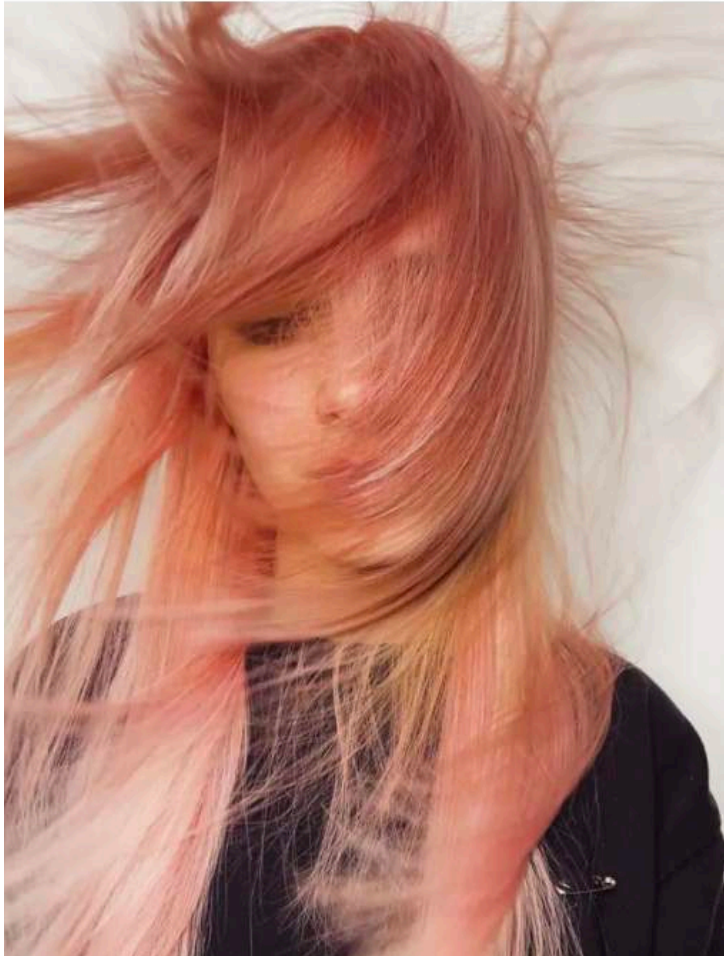
PEACH FUZZ

Pantone of 2024.

A nuance inspired by the softness and sweetness of a freshly picked peach.

A colour that conveys lightness, harmony and kindness, in a world that is increasingly in need of it.



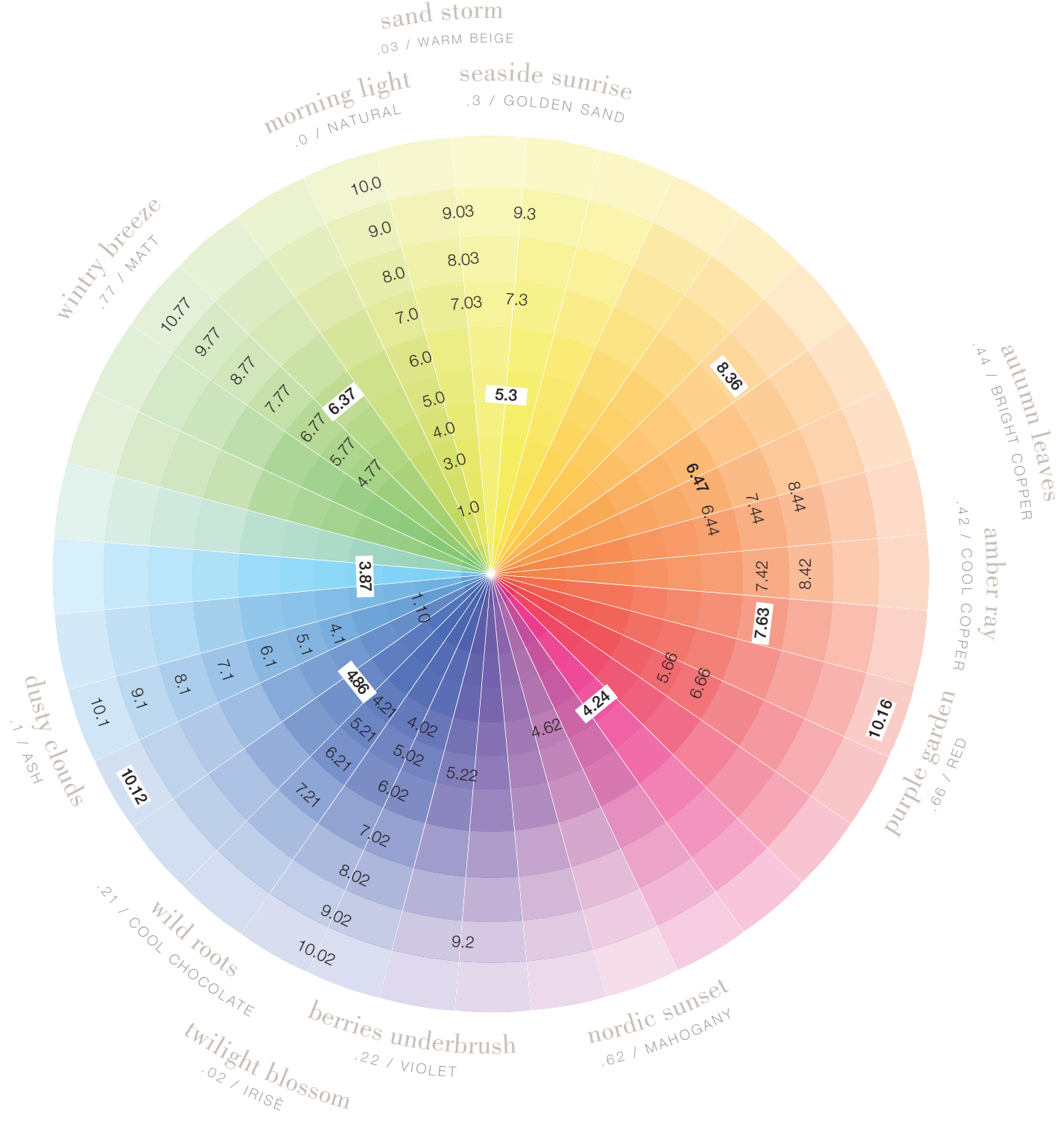


NEW COLOUR PALETTE

Lightness, harmony and reconnection with nature inspired by the 2024 Pantone, led us to the creation of two new colour palettes.

The first is characterised by harmonious and enveloping reflexes, which express playfulness and softness.

The second enchants thanks to its intense, deep and incredibly enveloping tones.



/coral reef

HARMONIOUS AND ENVELOPING
CORAL BARRIER REFLEXES

The coral reef is a typical formation in tropical seas and is composed of underwater rock formations originating from the sedimentation of coral calcareous skeletons.

Corals host microalgae, which determine their colour. Depending on the pigments they contain, corals express shades ranging from orange-brown to purple.





coral reef /

7.63
7RG



/ Sciacca

8.36
8GR



/ Satsuma

10.16
10AR



/ Boke

4.86
4BR



/ Aka

6.47
6CM



/ Rubrum

characterised by a cool reflex,
ideal for balancing warm reflexes.





/ norwegian fjords

DEEP AND INTENSE NORTHERN
LAND TONES.

Deep inlets stretching over hundreds of kilometers offering beautiful landscapes. Rocky walls descending steeply into the water, creating breathtaking sceneries of immense greatness. Calm, crystal clear waters reflect the surrounding majesty, creating astonishingly beautiful sceneries.

norwegian fjords /

3.87
3BM



/ Land

10.12
10AV



/ Tundra

4.24
4VC



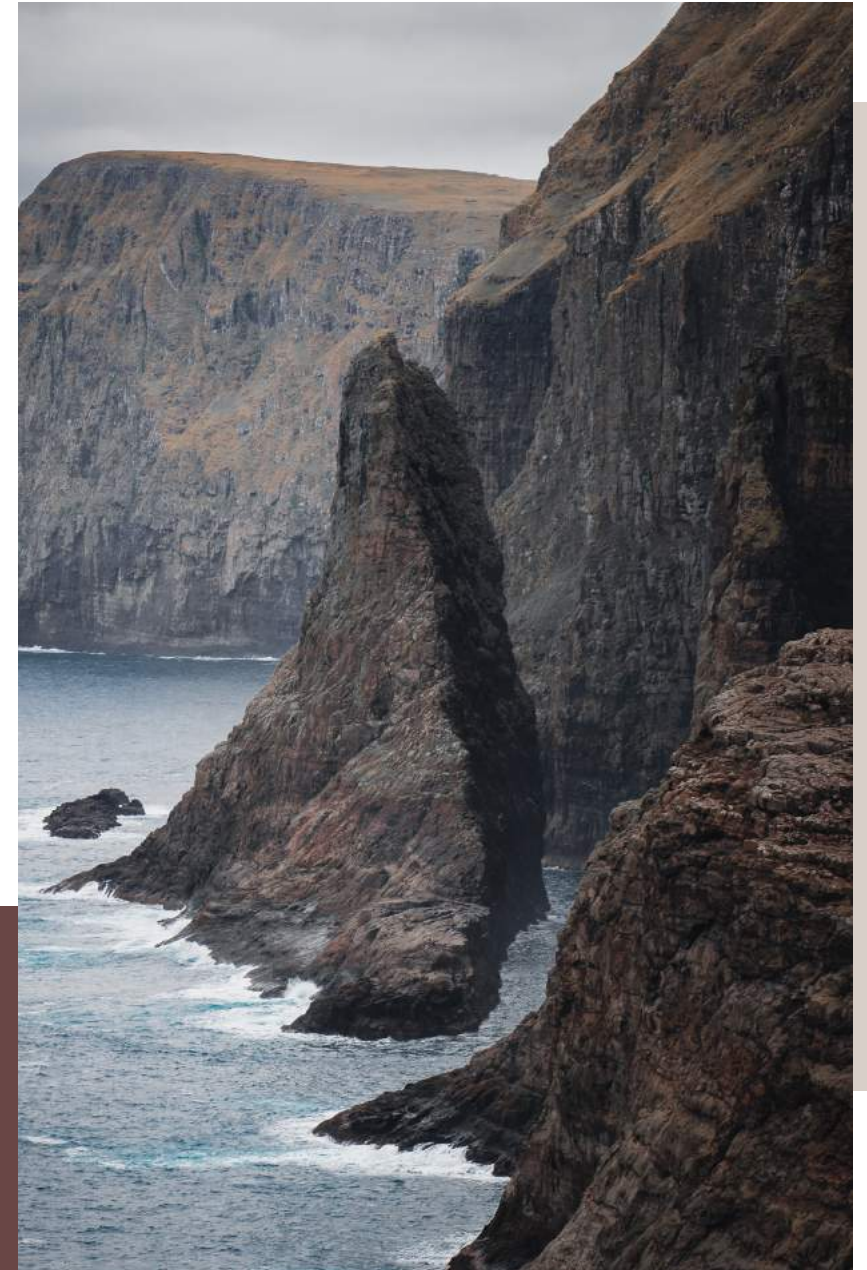
/ Grove

6.37
6GM



/ Cliff

palette characterised by a blue/ pearl
reflex to balance golden reflexes.



NEW COLOUR CHART

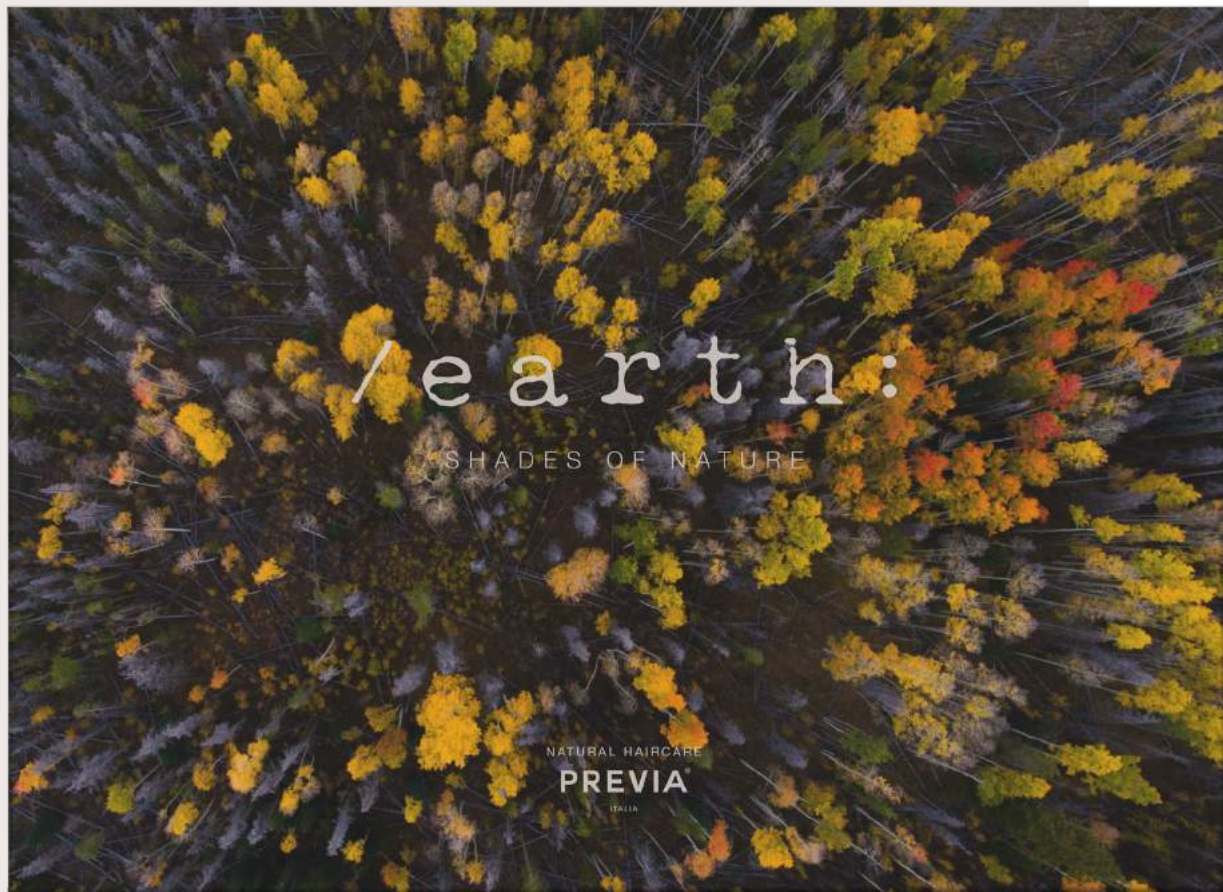


NEW COLOUR CHART

NEW LOOK

The new graphic design of the Earth Colour chart reminds us of nature, its strength, its immense beauty, but also a need for protection.

That is why we are committed to respecting the environment we live in, by creating eco-friendly products with low environmental impact.



77 NUANCES

CORAL REEF

NORWEGIAN FJORDS

GOLDEN SAND > 5.3



GET INSPIRED BY THE COLOURS OF NATURE

NATURAL EFFECT / ORGANIC INGREDIENTS / GENTLE FORMULA
CRUELTY FREE AND VEGAN / COLD SHADES PALETTE / SUSTAINABLE



**YOUR VIRTUOUS BEAUTY
ROUTINE A GESTURE OF LOVE
FOR THE PLANET.**



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