



mowan®
uncover book

mowan®
time to unveil



Time can change... everything

We at **mowan** are **passionate and dedicated** to nurturing quality time, while encouraging beauty for women all around the world.

Our mission is to harness time efficiency allowing space for one's beauty to unfold whilst respecting the rhythms of daily lives.

Respect for every woman's beauty leads us to invest our resources and our time towards guaranteeing that every mowan product and service provides peace of mind and excellent results in the shortest possible time.

We acknowledge **time as the greatest luxury of our time.**

a new experience
the salon color service you have always dreamed of

megix[®]|10



Dermatologically Tested
Report no. 1802M09F

Megix color was created to make a real difference: it is a dermatologically tested color, therefore 100% safe on the scalp and hair; the reduced processing times make it even safer on the skin: time is freed up for creative expression.

*with the addition of Morph

What makes **megix|10** different from other colors?



The innovation is found in our Spectrum Technology with Keraveg-18.

Spectrum Technology is an innovative technology that uses latest generation pigments that have the ability to interact with each other. These pigments are much smaller and are designed to penetrate the hair and work efficiently.

Thanks to this technology, **megix|10** boasts the same performance as a traditional coloring service in terms of coverage, reflection and durability of the color using a low ammonia content in reduced processing times.

Keraveg-18, on the other hand, is a complex of 18 vegetable amino acids that bind to the hair perfectly. During the **megix|10** color service, **Keraveg-18** rebuilds the hair from within, making it more hydrated and shiny.

A real reconstruction treatment during the color processing time.

Older generation 10 minute colors...

Prolonged use makes hair brittle and progressively darker, application after application, with the risk of color banding.

They are progressive, if not rinsed after 10 minutes they give a darker result than the desired one.

They are unreliable and do not comply with the color chart.

megix|10



spectrum technology allows you to develop color quickly and efficiently using a low ammonia formula. After every application the hair will become increasingly healthier and shinier.






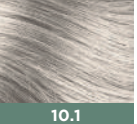













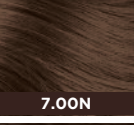
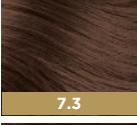

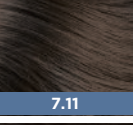
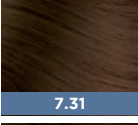
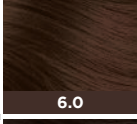
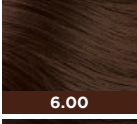
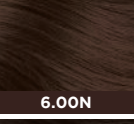
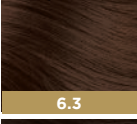

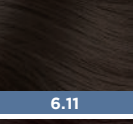
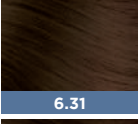
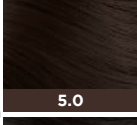
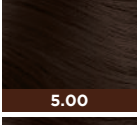
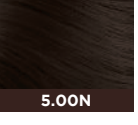


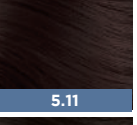
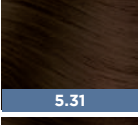
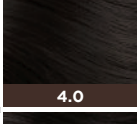
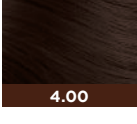
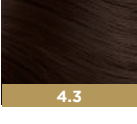
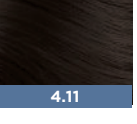
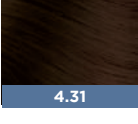



After 10 minutes of exposure, **megix|10** remains faithful both in terms of reflection and tone, even after 40 minutes of exposure time.





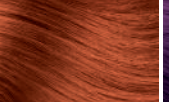



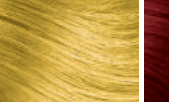

92 perfectly calibrated colors, true to tone.



time efficient spectrum technology
with enhanced chromatic coalescence

Level	Natural	Natural Intense Warm	True Neutral	Gold	Ash	Ash Intense	Ash Violet	Gold Ash
	.0	.00	.00N	.3	.1	.11	.12	.31
Highlift	 100			 103	 101		 108	

10	 10.0		 10.00N	 10.3	 10.1		 10.12	
9	 9.0		 9.00N		 9.1		 9.12	
8	 8.0	 8.00	 8.00N	 8.3	 8.1		 8.12	
7	 7.0	 7.00	 7.00N	 7.3	 7.1	 7.11		 7.31
6	 6.0	 6.00	 6.00N	 6.3	 6.1	 6.11		 6.31
5	 5.0	 5.00	 5.00N	 5.3	 5.1	 5.11		 5.31
4	 4.0	 4.00		 4.3		 4.11		 4.31
3	 3.0							
1	 1.0				 1B			

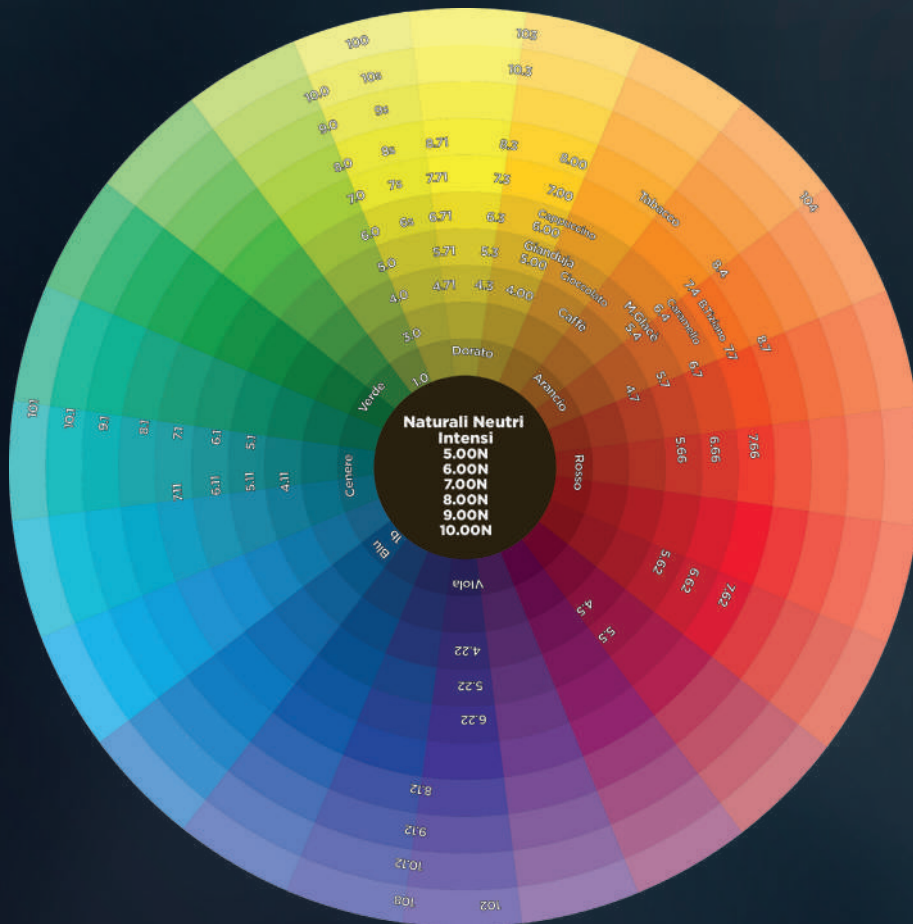
Color Maintenance pure.shades	onyx .17 (deep brown) cat's eye .73 (brown)		obsidian .71 (cold brown)	amber .33 (golden blonde) citrine .3 (lemon yellow) calcite .33 (golden yellow)	pearl .AB (ash blonde)	tourmaline .0B1 (steel) aquamarine .001 (Pale Green Blue)	rose quartz .024 (pink) diamond .002 (light blonde) crystal .028 (light mauve)	
-------------------------------	--	--	---------------------------	---	------------------------	--	--	--

Blonding Enhancer	Color Enhancers						
 0.00	 ASH	 ORANGE	 VIOLET	 GREEN	 BLUE	 GOLD	 RED

Sand	Maroon	Tobacco	Cold Maroon	Chocolate	Intense Copper	Intense Red	Red Irisè	Intense Violet	Mahogany
.S	.7	.24	.71	.16	.40	.66	.62	.22	.5
					 104			 102	

[illegible]

Genre	Score
Fantasy	5.73
Science Fiction	5.75
Mystery	6.45



mixing and processing times

SERVICES	MIX	DEVELOPER	PROCESSING TIME
TONE ON TONE	1:1.5	FIX	5 - 10 MIN
LONG LASTING DEMI/GREY BLENDING	1:1	12 VOL	10 MIN
PERMANENT COLOR/GREY COVERAGE	1:1	21 VOL	10 MIN
PERMANENT COLOR/GREY COVERAGE WITH OPTIMIZED REFLECTS	1:1	32 VOL	10 MIN
HIGHLIGHT/ULTRA BLONDES	1:2	40 VOL	20 MIN

levels of contributing pigment

NATURAL COLOR	UNDERTONE	COMPLEMENTARY REFLECT	SUGGESTED SHADES TO NEUTRALIZE UNDESIRE REFLECTS
4.0 BROWN	RED	GREEN	.11 VOLCANO
5.0 LIGHT BROWN	RED - ORANGE	BLUE - GREEN	.1 ASH - .11 INTENSE ASH - 101
6.0 DARK BLONDE	ORANGE - ORANGE	BLUE - GREEN	.1 ASH - .11 INTENSE ASH - 101
7.0 BLONDE	ORANGE	BLUE	.1 ASH - .11 INTENSE ASH - 101
8.0 LIGHT BLONDE	ORANGE - YELLOW	BLUE - VIOLET	.12 ASH IRISE' - 101 - 102
9.0 LIGHTEST BLONDE	YELLOW	VIOLET	.12 ASH IRISE' - 102 - 108
10.0 EXTRA LIGHT BLONDE	LIGHT YELLOW	VIOLET	.12 ASH IRISE' - 102 - 108

guidelines

Natural Series .0

Cool natural with a yellow green reflect.

Intense Natural Series .00

Warm natural with a yellow orange reflect.

Intense Neutral Natural Series .00 N

For deeper coverage and a perfectly neutral undertone. It is advisable to use it for covering more than 50% of grey hair.

0.00 - blonding enhancer

Use 25-50% to increase alkalinity and lifting ability to any megix shade.

0.00 when mixed with the developer Fix and Morph it turns the formula into a gloss service for the lengths, providing brightness without modifying color.

Color enhancers

Use 10-50% of color enhancers into any megix formula to change tonal direction of the color.

To neutralize an undertone, add up to 10% of enhancers (green, ash, orange) without calculating into the formula ratio.

Highlift/Ultra Blondes

Achieve up to 4 levels of lift with developer 40 volumes in just 20 minutes.

When mixed with developer Fix and Morph, ultra blondes can be used as an acidic demi gloss to tone.

Developer Fix

Transforms megix colors into an alkaline demi. Gentle formula allows color to deposit only increasing shine and vibrancy. With Keraveg-18 300ml / 10.14 Fl.Oz 1000ml / 33.8 Fl.Oz.

Megix Dev 12vol - 12vol - 32vol - 40vol

Developers specifically calibrated and designed to be used with megix 10 colors. Conditioning with the perfect viscosity to create a smooth and easy to apply color. With Keraveg-18 300ml / 10.14 Fl.Oz 1000ml / 33.8 Fl.Oz

application

Section in 4, begin application where hair is most grey and resistant for grey coverage. For ultra blondes, begin application at the nape. Set timer after application is complete.

When applying megix 10, ensure proper saturation and fine sections for optimal results.

The color must be placed and not brushed on.

processing time

10 minutes for all shades

20 minutes for highlift/ultrablondes

grey coverage

Can you get 100% grey coverage with any color?

A. Yes, 100% coverage with any color, Please follow the guidelines below for perfect grey coverage.

Under 30% grey.

Use any desired shade.

From 30% to 50% grey.

Add 5% to 25% of True Neutral series .00N

From 50% to 100% grey.

Add 25% to 50% of True Neutral series .00N

F.A.Q.

Q. How does Megix|10 work in just 10 minutes?

A. Megix|10 uses spectrum technology with micro pigments that couple and combine more rapidly thanks to the slightly more oxygenated developers. This allows for a revolutionary 10 minute process.

Q. Is Megix|10 progressive?

A. No Megix|10 is not progressive. The color will stop processing after 15 minutes. It is not recommended to leave it on longer than 45 minutes, as that could cause more pigment deposit on the cuticle layers, like a demi permanent, and could appear slightly darker.

Q. Is Megix|10 aggressive or damaging to the hair?

A. Megix|10 is low in ammonia and contains keraveg-18 to help maintain hairs integrity, shine and color longevity.

Q. Do I have to use megix developers with Megix|10 hair color?

A. YES! Megix developers are slightly more oxygenated and will assist in the 10 minute color process. It is always recommend to use megix developers with Megix|10.

Q. When looking for a neutral results for grey coverage, what is recommended?

A. When looking for a neutral result for grey coverage, it is recommended to use the new .00N family.

Education Library

Grey coverage
in 10 minutes



LEARN MORE

10 root
touch-ups
in a day



LEARN MORE

20 minute
ultra lift blondes



LEARN MORE

Beat the brass
with megix|10



LEARN MORE

Lighten and
tone with
megix|10



LEARN MORE

megix|10
webinars



LEARN MORE



size: 100ml/3.38 fl.Oz

Transforms megix|10 into a gentle acid color

megix|morphH lowers the pH level of **megix|10** transforming it into a delicate semi permanent color with no lightening properties thus avoiding the risk of unwanted reflects on dark or natural hair. It prolongs the longevity of hair color without over sensitizing previously lightened hair while improving its overall strength.

These qualities make megix|morphH ideal for:

- toning bleached hair
- tone on tone coloring
- toning with the megix|10 highlight serie

Avoid added costs generated by having to stock different colors to address different needs.

acid pH toner

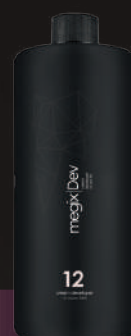
The 92 shades of **megix|10** with **megix|morphH** are transformed into 92 toners!



+



+



services	megix 10	megix morphH	Developer	processing time
tone on tone (nuances level 1-7)	20 ml	1 ml	30 ml (1:1,5) Dev Fix o 12 Vol	5-10 min
tone on tone blondes (nuances level 8-10)	20 ml	2 ml	20 ml (1:1) Dev Fix	10 min
highlift toner	30 ml	4 ml	60 ml (1:2) Dev Fix	10 min

lamination - gloss

megix|morpH mixed with the nuances 0.00 + Dev Fix turn the formula into a gloss service for the lengths. For all those clients who want to give brightness without changing their hair color.



services	megix 10	megix morpH	developer	processing
gloss / lamination	10 ml	1 ml	10 ml (1:1) Dev Fix	10 min

instant reconstruction

megix|morpH mixed with deep hydrating treatment mousse transforms into an instant reconstruction service for damaged lengths and ends.



services	deep hydrating tr. mousse	megix morpH	processing time
instant reconstruction	10 ml	1 ml	10 min

with keraveg-18

size: 100ml - 3.38 fl.Oz



pure.shades



direct color

pure.shades is a direct oxidation-free coloring product with moisturizing and restructuring properties

thanks to keraveg-18, a plant complex of 18 amino acids it provides hydration and nourishment for soft, silky and resilient hair.

28 shades with the latest generation pigments that guarantee vibrant and long-lasting reflects.



zero impact color

Free from Ammonia, PPD and Resorcinol. No SLS/SLES, No Parabens. Total respect of the hair structure.



easy to use

Simple to apply and remove.
Gradually fades away evenly and consistently.



service versatility

Creative fashion shades.
Excellent for shading or toning blondes. Freshens and maintains permanent hair colors.






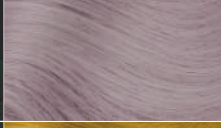
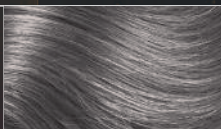
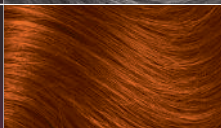
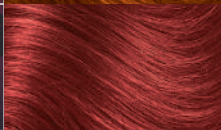



revitalized hair

Keraveg-18 with soy protein, arginine, serine and treonine, hydrates hair and provides long lasting color and luster.

brilliance of light

Citrine Lemon Yellow .YG	
Calcite Yellow .YY	
Coral Pink Orange .042	
Ruby Red .66	
Sapphire Blue .BB	
Turquoise Sky Blue .B	
Aquamarine Pale Green Blue .001	
Iolite Lilac .2	
Rose Quartz Pink .024	
Sugilite Fuchsia .26	
Amethyst Purple .22	
Jade Green .GG	
Peridot Lime Green .G	
Emerald Blue Green .GB	

softness of light

Pearl Ash Blonde .012	
Grey Pearl Slate .021	
Moon Stone Cold Blonde .031	
Diamond Light Blonde .002	
Topaz Warm Blonde .75	
Crystal Light Mauve .028	
Amber Golden Blonde .33	
Tourmaline Steel .11	
Carnelian Copper .44	
Red Jasper Titian Blonde .46	
Cat's Eye Brown .73	
Smokey Quartz Light Brown .7	
Obsidian Cold Brown .71	
Onyx Deep Brown .17	

depth of light



pure.shades



instructions

Color Refresh & Reconstruction

Mix 20 ml of **pure.shades** with 10 ml of Synergy Mousse and 1 ml of Morph.
Apply to the lengths and massage saturating the whole head of hair.
After 10 minutes from application, rinse thoroughly with warm water.
Proceed with the use of pure.shades pro shampoo.
Spray with defining spray on damp hair before proceeding with drying and styling.

Maximum expression

Wash hair with pure.shades prep shampoo to prepare the hair for the chosen color service.
Delicately towel dry by patting the hair and scrupulously apply the product.
Process up to 30 minutes depending on the desired intensity.
Rinse thoroughly with warm water.
Proceed with the use of pure.shades pro shampoo.
Spray defining spray on damp hair before proceeding to dry and style.

results

processing time

refresh color and reconstruction	10 min
maximum expression	30 min

support products



clear

A transparent gloss thant blends with other shades to create highlights in pastel shades. Used alone it gives shine and hydration.

sizes	250ml - 8.4 fl.Oz
	1Lt - 33.814 fl.Oz



prep shampoo

Pure.shades opens the cuticles and is ideal to use when there is a need for increased pigment deposit.

Based on keraveg-18, a complex of 18 amino acids of vegetable origin it provides hydration and nourishment.

size	1Lt - 33.814 fl.Oz
------	--------------------



pure pro shampoo

Specific shampoo for hair colored with Pure.shades. Based on keraveg-18, a complex of 18 amino acids of vegetable origin that gives hydration and nourishment making the hair silky, shiny and resilient. Prolongs color retention and prevents fading.

sizes	250ml - 8.4 fl.Oz
	1Lt - 33.814 fl.Oz



silver shampoo

Shampoo specifically formulated for white, blonde and bleached hair. Helps keep shades cool and vibrant by preventing yellowing.

size	250ml - 8.4 fl.Oz
	1Lt - 33.814 fl.Oz



synergy mousse

Instant reconstruction rinse-off treatment with 18 amino acids of vegetable origin that hydrate and nourish the hair making it silky and shiny.

Mixed with **pure.shades** colors it facilitates the uniform deposit of color over the entire length of the hair without diluting the chosen pigment.

1 part of **mousse** + 2 Parts of **pure.shades**

size	300ml - 10.14 fl.Oz
------	---------------------



color defining spray

Acidifying spray to be used after the pure.shades color service and as a maintenance treatment. Provides elasticity and hydration thanks to the Keraveg-18 contained in its formula. Seals the color in the hair ensuring a longer duration over time.

size	250ml - 8.4 fl.Oz
------	-------------------

No SLES/SLS , No Parabens

with keraveg-18

blonding system

professional, synergistic lightening system



total control for perfect lightening

Lightening has become a highly demanded service.

With the megix blonding system range you achieve the desired lightening with maximum flexibility and control while safeguarding the health of the hair.

Enriched with PLEX | strengthening botanical complex

megix|Lift9⁺

nine
level
bleach



maximum lightening

luxurious bleaching powder that gives extraordinary cosmetic results, **lightening up to 9 levels** in a single application.

This innovative and unique **lightening technology** based on the dissolvement of the various degrees of contributing pigments in the hair provides a consistent and predictable lift.

The purity of the blond tones goes far beyond any result obtained from traditional bleaches offering the stylist total creative freedom. Its creamy consistency, thanks to the vegetable bamboo charcoal extract, maintains a healthy hair fiber during lightening.



services	megix Lift9 ⁺	megix Dev 21	processing time
lightening up to 9 levels	1 part	2 parts	max 50 min

size: 500gr - 16.9 Oz



megix|Lift C

Silver
Lightening
Cream



6 levels of lightening for maximum control

megix|Lift C gently lightens up to 6 tones in a progressive and gradual way. With vegetable charcoal to provide a silvery cream color, that hydrates the hair and neutralizes warm reflections.

Uniform and controlled lightening thanks to **PLEX** and sugar polymers which provide hydration and protection to the hair during lightening. megix | Lift C The charcoal component provides a silvery colored cream that moisturizes the hair and neutralizes warm reflects.



servizi	megix LiftC	megix Dev 21	processing time
lightening service	1 part	1,5 parts	max 50 min



size: 500gr - 16.9 Oz

Enriched with PLEX | strengthening botanical complex

megix|Lift+

Cooling
Enhancer
Additive



perfect lightening

megix|Lift+ brunette and **megix|Lift+ blonde** are two megix additives to be used with megix|Lift 9 and megix|Lift C developed to counteract the warm reflects that are given off during lightening.

Brunette

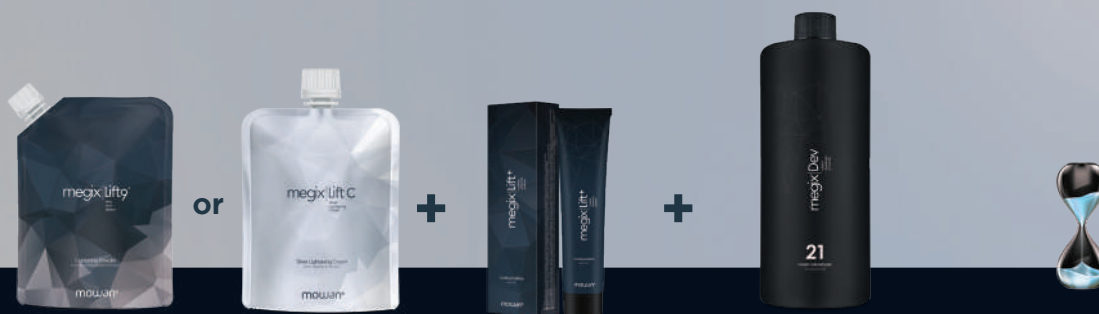
megix|Lift+ brunette is specific for levels starting at 1 through to 5. Its blue-green pigments neutralize the red-orange reflects that emerge while lightneing at these levels

Blonde

megix|Lift+ blonde, on the other hand, is ideal when you need to lighten from level 6 to 10 thanks to the addition of the special blue-violet pigments that neutralize orange-yellow reflects.

Blonding with integrity

Its proprietary botanical complex is recommended to use **megix|Lift+** during any lightening when a cooler lift and healthier hair is desired.



services	megix Lift9 or megix Lift C	megix Lift+	megix Dev 21	processing time
lightening service	10 parts	1 part (Brunette or Blonde)	22 parts	max 50 min

size: 150gr - 5.29 fl.Oz



megix blonding synergy system

a synergistic bleaching system



services	megix Lift9+	megix LiftC	megix Dev 21	processing time
lightening services	1 part	1 part	4 parts	max 50 min

You can mix **megix|Lift9+** with **megix|LiftC** when you want more lightening power from the bleaching cream.



maximum lightening

up to 9 levels

megix|Lift9 is a bleaching powder that gives extraordinary results. Based on bamboo charcoal, it combines great lightening power with a delicate action on the hair structure.

complementary products



hydrating color lock shampoo

Gently cleanses thanks to eco-sustainable ingredients of plant origin and coconut oil extracts

Thanks to Keraveg-18, 18 vegetable amino acids, the hair will find increased volume, softness, brightness for a color that lasts longer over time.

Does not contain Sles / SIs and parabens.

size	250ml - 8.4 fl.Oz 1Lt - 33.814 fl.Oz
------	---



hydrating color lock silver shampoo

Specific moisturizing shampoo for blonde or bleached hair.

Thanks to the special blue-violet pigments incorporated in this formula, it eliminates unwanted yellow-orange undertones. Prolongs the duration and shine of the color over time.

Does not contain Sles / SIs and parabens.

size	250ml - 8.4 fl.Oz 1Lt - 33.814 fl.Oz
------	---



hydrating color lock treatment

A rich conditioning treatment that leaves hair shiny and silky. Adds strength and protection by closing the cuticle for a color that lasts longer over time.

Based on **Keraveg-18**.

Does not contain Sles / SIs and parabens

size	250ml - 8.4 fl.Oz 1Lt - 33.814 fl.Oz
------	---



deep hydrating treatment mousse

Fast reconstruction treatment, makes hair thicker and stronger.

Suitable for brittle, bleached, dehydrated and hair sensitized from hair dryers and straighteners.

The complex of vegetable amino acids, Keraveg-18 in this soft mousse increases the natural reconstruction of the hair, prolonging the duration of the color over time.

Gives hair lightness and volume.
To be used as a treatment after each shampoo to give a progressive keratin supply to the hair.

size	300ml - 10.4 fl.Oz 100 ml - 3.52 fl.Oz
------	---



megix|1up performance improve

Megix 1up is a multifunctional spray with hydrating, emollient and detangling properties.

Before the coloring service:

Greater protection and coverage of the most resistant white hair.

Before bleaching:

Equalizes the ph of the lengths and gives hydration and strength to the hair.

Before drying

Eases styling thanks to its detangling and moisturizing properties.

A valid heat protectant before styling with hair dryer or thermal tools..

size	150ml - 5.29 fl.Oz
------	--------------------



MyMood hair&body mist

Mood is a light fragrance enriched with coral pink peach notes: it refreshes and projects an alluring scent.

Top Notes: Peach, coconut, cassis

Heart Notes: Rose, Lily

Base Notes: Heliotrope, Vanilla

How to use

Shake the product and activate the molecules of the perfume. Lift the strands of hair and spray at a distance of 20cm. Run your fingers through your hair as you move your head - breathe in the moment.

Spray on the body for a total experience.

size	100ml - 3.52 fl.Oz
------	--------------------

Care services suggested during the megix 10 color service



10 ml
megix|10 0.00



10 ml
megix|Fix



1 ml
megix|morpH



10 min
processing time

gloss-lamination

After rinsing off the gloss service and cleansing Megix Color Lock Shampoo (or Silver Shampoo), proceed with the Instant Reconstruction service.



10 ml
megix|10 nuance



10 ml
megix|Fix



1 ml
megix|morpH



10 min
processing time

toner*

After rinsing the Toner service and cleansing with Megix Color Lock Shampoo proceed with one of the following:

timeless routine
timeless treatment routine
instant rebuild

*Consult the blends on the dedicated Morph page.



+



+



20 ml
pure.shades

10 ml
sinergy mousse

3 ml
megix|morph

10 min
processing time

refresh and reconstruction

After rinsing the color service proceed with one of the following services:

timeless routines
timeless treatment routine



+



10 ml
megix|tr mousse

1 ml
megix|morph

10 min
processing time

instant reconstruction

After rinsing the color service proceed with one of the following services:

timeless routine
timeless treatment routine



+



+



**megix shampoo
color lock**

Delicate and
moisturizing
cleanser with natural
surfactants.

**megix
treatment**

Plumps and gives
shine thanks to
Keraveg-18.

**megix
1up**

Detangles and
protects from heat
sources.

timeless routine



+



+



**megix shampoo
color lock**

Delicate and
moisturizing
cleanser with natural
surfactants.

**megix
1up**

Detangles and
protects from heat
sources.

**megix|tr
deep mousse**

Moisturizing and
plumping rinse-off
reconstruction.

timeless treatment routine

“may your time be filled with beauty
and may your beauty be timeless”



Dermatologically Tested
Report no. 1802M09F

Made in Italy

mowan®
www.mowan.it

