

ALTEREGO
ITALY

BEAUTY & KINDNESS

PRIJSLIJST 2025

Barcode	Artikelcode	Omschrijving	Inhoud	Bruto prijs	Adviesprijs
COLOR CARE					
8008277327761	AE32776	Chromego Color Care Shampoo	300 ml	€ 10,15	€ 19,10
8008277327778	AE32777	Chromego Color Care Shampoo	950 ml	€ 21,95	
8008277327808	AE32780	Chromego Color Care Conditioner	200 ml	€ 10,85	€ 19,25
8008277327815	AE32781	Chromego Color Care Conditioner	950 ml	€ 27,70	
8008277327785	AE32778	Chromego Color Care Conditioning Cream	300 ml	€ 13,40	€ 25,60
8008277327792	AE32779	Chromego Color Care Conditioning Cream	950 ml	€ 27,70	
SILVER MAINTAIN					
8008277327723	AE32772	Chromego Silver Maintain Shampoo	300 ml	€ 10,15	€ 19,10
8008277327730	AE32773	Chromego Silver Maintain Shampoo	950 ml	€ 21,95	
8008277327747	AE32774	Chromego Silver Maintain Conditioner	300 ml	€ 13,40	€ 25,60
8008277327754	AE32775	Chromego Silver Maintain Conditioner	950 ml	€ 27,70	
HYDRATE					
8008277327594	AE32759	Curego Hydraday Shampoo	300 ml	€ 10,15	€ 19,10
8008277327600	AE32760	Curego Hydraday Shampoo	950 ml	€ 21,95	
8008277327631	AE32763	Curego Hydraday Conditioner	200 ml	€ 10,85	€ 19,25
8008277327624	AE32762	Curego Hydraday Conditioner	950 ml	€ 27,70	
8008277327310	AE32731	Curego Whipped Cream	200 ml	€ 12,85	€ 21,35
SILK OIL					
8008277327648	AE32764	Curego Silk Oil Shampoo	300 ml	€ 14,45	€ 25,60
8008277327655	AE32765	Curego Silk Oil Shampoo	950 ml	€ 27,70	
8008277327662	AE32766	Curego Silk Oil Conditioning Cream	300 ml	€ 13,40	€ 25,60
8008277327679	AE32767	Curego Silk Oil Conditioning Cream	950 ml	€ 27,70	
8008277327693	AE32769	Curego Blend Oil	50 ml	€ 14,45	€ 25,60

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HASTY TOO						
8008277041865	AE4186	Raw Clay	50 mL	€ 10,80	€ 20,50	
8008277036991	AE3699	Curls Amplifier	150 mL	€ 15,00	€ 25,50	
8008277037004	AE3700	Smoothing Balm	100 mL	€ 13,95	€ 24,20	
8008277037509	AE3750	Volume Spray	200 mL	€ 9,60	€ 18,35	
8008277041612	AE4161	Voluxious Mousse	250 mL	€ 10,70	€ 20,70	
8008277041636	AE4163	Voluxious Hairspray	500 mL	€ 9,60	€ 18,35	
8008277041650	AE4165	Headged	150 mL	€ 9,60	€ 18,35	
8008277041667	AE4166	Love me curl	250 mL	€ 10,35	€ 19,65	
8008277041872	AE4187	Classic Pomade	50 mL	€ 9,60	€ 18,35	
8008277041643	AE4164	Eco Hairspray	320 mL	€ 13,25	€ 22,90	
8008277041629	AE4162	Grip it on Mousse	250 mL	€ 10,70	€ 20,70	
8008277041681	AE4168	Spray it on Hairspray	500 mL	€ 10,70	€ 20,70	
8008277041704	AE4170	Sculptex gel	250 mL	€ 8,80	€ 15,75	
8008277041698	AE4169	Light Imprint	100 mL	€ 10,70	€ 20,70	
8008277041520	AE4152	Hi-T Security	300 mL	€ 11,20	€ 21,65	
8008277041537	AE4153	Mini Force	100 mL	€ 6,35	€ 11,45	
8008277324180	AE32418	Volumizing Powder	30 gr	€ 14,20	€ 23,30	
PASSION COLOR MASK						
8008277040264	AE4026	Passion Color Mask	Zucca	250 ml	€ 11,65	€ 23,30
8008277460192	AE45019	Passion Color Mask	Vanilla Sky	250 ml	€ 12,95	€ 25,90
8008277460185	AE45018	Passion Color Mask	Copper Sunset	250 ml	€ 12,95	€ 25,90
8008277460293	AE45023	Passion Color Mask	Cherry Berry	250 ml	€ 15,50	€ 31,00
8008277460246	AE45024	Passion Color Mask	Ultra Violet	250 ml	€ 15,50	€ 31,00
	AE5851	Passion Color Mask Color Chart 16 shades			€ 18,95	

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BLONDEGO						
8008277320465	AE32046	Pure Toner	White	60 ml	€ 13,30	
8008277320472	AE32047	Pure Toner	Platinum	60 ml	€ 13,30	
8008277320489	AE32048	Pure Toner	Caramel	60 ml	€ 13,30	
8008277320496	AE32049	Pure Toner	Cipria/ Dusty Pink	60 ml	€ 13,30	
8008277320540	AE32054	Pastel Toner	Denim Mauve	60 ml	€ 13,30	
8008277320533	AE32053	Pastel Toner	Pastel Lilac	60 ml	€ 13,30	
8008277054896	AE5489	Pastel Toner	Dusty Copper	60 ml	€ 13,30	
8008277320519	AE32051	Pastel Toner	Pink Pop	60 ml	€ 13,30	
8008277088099	AE8809	Pastel Toner	Milky Mint	60 ml	€ 13,30	
8008277320526	AE32052	Pastel Toner	Cappuccino	60 ml	€ 13,30	
8008277094793	AE9479	Pure Diamond Lift	IRIS - HL.2	60 ml	€ 13,30	
8008277094809	AE9480	Pure Diamond Lift	PEARL ASH - HL.91	60 ml	€ 13,30	
8008277094816	AE9481	Pure Diamond Lift	BEIGE - HL.7	60 ml	€ 13,30	
8008277094779	AE9477	Pure Diamond Lift	NATURAL HL.0	60 ml	€ 13,30	
8008277094786	AE9478	Pure Diamond Lift	ASH HL.1	60 ml	€ 13,30	
8008277323565	AE32056	Pure Hi-Lite		150 ml	€ 21,10	
8008277320953	AE32095	Pure Light Cream		500 gr	€ 49,15	
8008277320359	AE32035	Pure Light Blue Powder		500 gr	€ 34,65	
EGOBOND						
8008277044880	AE4488	EgoBond 1 -	Bond Booster	250 ml	€ 62,50	
8008277044897	AE4489	EgoBond 2 -	Bond Setter	500 ml	€ 75,20	
8008277324111	AE32411	EgoBond 3 -	Bond Locker	250 ml	€ 18,50	
	AE57600	EgoBond - Dosage Cap			€ 3,50	

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TECHNOFRUIT.COLOR					
8008277039831	AE3983	technofruit.color	1/0 - NATURAL	100 ml	€ 11,30
8008277039848	AE3984	technofruit.color	3/0 - NATURAL	100 ml	€ 11,30
8008277059938	AE5993	technofruit.color	4/0 - NATURAL	100 ml	€ 11,30
8008277059945	AE5994	technofruit.color	5/0 - NATURAL	100 ml	€ 11,30
8008277059952	AE5995	technofruit.color	6/0 - NATURAL	100 ml	€ 11,30
8008277059969	AE5996	technofruit.color	7/0 - NATURAL	100 ml	€ 11,30
8008277059976	AE5997	technofruit.color	8/0 - NATURAL	100 ml	€ 11,30
8008277039909	AE3990	technofruit.color	9/0 - NATURAL	100 ml	€ 11,30
8008277039916	AE3991	technofruit.color	10/0 - NATURAL	100 ml	€ 11,30
8008277039633	AE3963	technofruit.color	5/00 - DEEP NATURAL	100 ml	€ 11,30
8008277039640	AE3964	technofruit.color	6/00 - DEEP NATURAL	100 ml	€ 11,30
8008277039657	AE3965	technofruit.color	7/00 - DEEP NATURAL	100 ml	€ 11,30
8008277039664	AE3966	technofruit.color	8/00 - DEEP NATURAL	100 ml	€ 11,30
8008277039671	AE3967	technofruit.color	9/00 - DEEP NATURAL	100 ml	€ 11,30
8008277039688	AE3968	technofruit.color	10/00 - DEEP NATURAL	100 ml	€ 11,30
8008277462905	AE46290	technofruit.color	5/01 - NATUREL ASH	100 mL	€ 11,30
8008277462912	AE46291	technofruit.color	6/01 - NATUREL ASH	100 mL	€ 11,30
8008277462929	AE46292	technofruit.color	7/01 - NATUREL ASH	100 mL	€ 11,30
8008277463056	AE46305	technofruit.color	8/01 - NATUREL ASH	100 mL	€ 11,30
8008277463063	AE46306	technofruit.color	9/01 - NATUREL ASH	100 mL	€ 11,30
8008277463070	AE46307	technofruit.color	10/01 - NATUREL ASH	100 mL	€ 11,30
8008277039923	AE3992	technofruit.color	1/10 - DEEP NATURAL	100 ml	€ 11,30
8008277059983	AE5998	technofruit.color	5/1 - ASH	100 ml	€ 11,30
8008277059990	AE5999	technofruit.color	6/1 - ASH	100 ml	€ 11,30
8008277081403	AE8140	technofruit.color	7/1 - ASH	100 ml	€ 11,30
8008277081410	AE8141	technofruit.color	8/1 - ASH	100 ml	€ 11,30
8008277081427	AE8142	technofruit.color	9/1 - ASH	100 ml	€ 11,30
8008277081434	AE8143	technofruit.color	10/1 - ASH	100 ml	€ 11,30
8008277039732	AE3973	technofruit.color	5/11 - INTENSE ASH	100 ml	€ 11,30
8008277039749	AE3974	technofruit.color	6/11 - INTENSE ASH	100 ml	€ 11,30
8008277039756	AE3975	technofruit.color	7/11 - INTENSE ASH	100 ml	€ 11,30
8008277039763	AE3976	technofruit.color	8/11 - INTENSE ASH	100 ml	€ 11,30
8008277039770	AE3977	technofruit.color	9/11 - INTENSE ASH	100 ml	€ 11,30
8008277039787	AE3978	technofruit.color	10/11 - INTENSE ASH	100 ml	€ 11,30

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8008277323848	AE32384	technofruit.color	10/12 - ASH IRIS	100 ml	€ 11,30
8008277462899	AE46289	technofruit.color	3/8 - MATTE	100 mL	€ 11,30
8008277039718	AE3971	technofruit.color	6/8 - MATTE	100 ml	€ 11,30
8008277463049	AE46304	technofruit.color	8/8 - MATTE	100 mL	€ 11,30
8008277039992	AE3999	technofruit.color	5/31 - GOLDEN ASH	100 ml	€ 11,30
8008277040066	AE4006	technofruit.color	6/31 - GOLDEN ASH	100 ml	€ 11,30
8008277040073	AE4007	technofruit.color	7/31 - GOLDEN ASH	100 ml	€ 11,30
8008277040080	AE4008	technofruit.color	8/31 - GOLDEN ASH	100 ml	€ 11,30
8008277040097	AE4009	technofruit.color	9/31 - GOLDEN ASH	100 ml	€ 11,30
8008277040103	AE4010	technofruit.color	10/31 - GOLDEN ASH	100 ml	€ 11,30
8008277040110	AE4011	technofruit.color	5/32 - GOLDEN IRIS	100 ml	€ 11,30
8008277040127	AE4012	technofruit.color	6/32 - GOLDEN IRIS	100 ml	€ 11,30
8008277040134	AE4013	technofruit.color	7/32 - GOLDEN IRIS	100 ml	€ 11,30
8008277040141	AE4014	technofruit.color	8/32 - GOLDEN IRIS	100 ml	€ 11,30
8008277040158	AE4015	technofruit.color	9/32 - GOLDEN IRIS	100 ml	€ 11,30
8008277040165	AE4016	technofruit.color	10/32 - GOLDEN IRIS	100 ml	€ 11,30
8008277081441	AE8144	technofruit.color	5/3 - GOLDEN	100 ml	€ 11,30
8008277081458	AE8145	technofruit.color	6/3 - GOLDEN	100 ml	€ 11,30
8008277081465	AE8146	technofruit.color	7/3 - GOLDEN	100 ml	€ 11,30
8008277081472	AE8147	technofruit.color	8/3 - GOLDEN	100 ml	€ 11,30
8008277081489	AE8148	technofruit.color	9/3 - GOLDEN	100 ml	€ 11,30
8008277081496	AE8149	technofruit.color	10/3 - GOLDEN	100 mL	€ 11,30
8008277040349	AE4034	technofruit.color	6/34 - GOLDEN COPPER	100 ml	€ 11,30
8008277040356	AE4035	technofruit.color	7/34 - GOLDEN COPPER	100 ml	€ 11,30
8008277040363	AE4036	technofruit.color	8/34 - GOLDEN COPPER	100 ml	€ 11,30
8008277081502	AE8150	technofruit.color	4/7 - BROWN	100 ml	€ 11,30
8008277081519	AE8151	technofruit.color	5/7 - BROWN	100 ml	€ 11,30
8008277081526	AE8152	technofruit.color	6/7 - BROWN	100 ml	€ 11,30
8008277081533	AE8153	technofruit.color	7/7 - BROWN	100 ml	€ 11,30
8008277040417	AE4041	technofruit.color	8/7 - BROWN	100 ml	€ 11,30
8008277040424	AE4042	technofruit.color	9/7 - BROWN	100 ml	€ 11,30
8008277081601	AE8160	technofruit.color	4/71 - BROWN ASH	100 ml	€ 11,30
8008277039473	AE3947	technofruit.color	5/71 - BROWN ASH	100 ml	€ 11,30
8008277039480	AE3948	technofruit.color	6/71 - BROWN ASH	100 ml	€ 11,30
8008277039497	AE3949	technofruit.color	7/71 - BROWN ASH	100 ml	€ 11,30

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8008277039794	AE3979	technofruit.color	4/72 - BROWN IRIS	100 ml	€ 11,30
8008277039800	AE3980	technofruit.color	5/72 - BROWN IRIS	100 ml	€ 11,30
8008277039817	AE3981	technofruit.color	6/72 - BROWN IRIS	100 ml	€ 11,30
8008277039824	AE3982	technofruit.color	7/72 - BROWN IRIS	100 ml	€ 11,30
8008277321097	AE32109	technofruit.color	4/17 - ASH BROWN	100 ml	€ 11,30
8008277321103	AE32110	technofruit.color	6/17 - ASH BROWN	100 ml	€ 11,30
8008277321110	AE32111	technofruit.color	8/17 - ASH BROWN	100 ml	€ 11,30
8008277040462	AE4046	technofruit.color	5/43 - COPPER GOLDEN	100 ml	€ 11,30
8008277040479	AE4047	technofruit.color	6/43 - COPPER GOLDEN	100 ml	€ 11,30
8008277040486	AE4048	technofruit.color	7/43 - COPPER GOLDEN	100 ml	€ 11,30
8008277040493	AE4049	technofruit.color	8/43 - COPPER GOLDEN	100 ml	€ 11,30
8008277040516	AE4051	technofruit.color	5/4 - COPPER	100 ml	€ 11,30
8008277040523	AE4052	technofruit.color	6/4 - COPPER	100 ml	€ 11,30
8008277040530	AE4053	technofruit.color	7/4 - COPPER	100 ml	€ 11,30
8008277040547	AE4054	technofruit.color	8/4 - COPPER	100 ml	€ 11,30
8008277040592	AE4059	technofruit.color	6/46 - COPPER RED	100 ml	€ 11,30
8008277323800	AE32380	technofruit.color	8/42 - COPPER IRIS	100 ml	€ 11,30
8008277323817	AE32381	technofruit.color	9/42 - COPPER IRIS	100 ml	€ 11,30
8008277323824	AE32382	technofruit.color	10/42 - COPPER IRIS	100 ml	€ 11,30
8008277081571	AE8157	technofruit.color	6/44 - INTENSE COPPER	100 ml	€ 11,30
8008277040561	AE4056	technofruit.color	7/44 - INTENSE COPPER	100 ml	€ 11,30
8008277040578	AE4057	technofruit.color	8/44 - INTENSE COPPER	100 ml	€ 11,30
8008277040615	AE4061	technofruit.color	4/6 - RED	100 ml	€ 11,30
8008277040622	AE4062	technofruit.color	5/6 - RED	100 ml	€ 11,30
8008277040639	AE4063	technofruit.color	6/6 - RED	100 ml	€ 11,30
8008277081595	AE8159	technofruit.color	7/6 - RED	100 ml	€ 11,30
8008277081540	AE8154	technofruit.color	4/5 - MAHOGANY	100 ml	€ 11,30
8008277081557	AE8155	technofruit.color	5/5 - MAHOGANY	100 ml	€ 11,30
8008277081564	AE8156	technofruit.color	6/5 - MAHOGANY	100 ml	€ 11,30
8008277323855	AE32385	technofruit.color	10/21 - IRIS ASH	100 ml	€ 11,30
8008277039503	AE3950	technofruit.color	7/2 - IRIS	100 ml	€ 11,30
8008277039510	AE3951	technofruit.color	8/2 - IRIS	100 ml	€ 11,30
8008277039527	AE3952	technofruit.color	9/2 - IRIS	100 ml	€ 11,30
8008277039534	AE3953	technofruit.color	10/2 - IRIS	100 ml	€ 11,30

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8008277462936	AE46293	technofruit.color	3/22 - INTENSE IRIS	100 mL	€ 11,30	
8008277040752	AE4075	technofruit.color	5/22 - INTENSE IRIS	100 ml	€ 11,30	
8008277040769	AE4076	technofruit.color	6/22 - INTENSE IRIS	100 ml	€ 11,30	
8008277323831	AE32383	technofruit.color	8/27 - IRIS BROWN	100 ml	€ 11,30	
8008277081618	AE8161	technofruit.color	5/26 - IRIS RED	100 ml	€ 11,30	
8008277081625	AE8162	technofruit.color	6/26 - IRIS RED	100 ml	€ 11,30	
8008277081632	AE8163	technofruit.color	7/26 - IRIS RED	100 ml	€ 11,30	
8008277040783	AE4078	technofruit.color	5/626 - EXTRA RED	100 ml	€ 11,30	
8008277040790	AE4079	technofruit.color	6/656 - EXTRA RED	100 ml	€ 11,30	
8008277040806	AE4080	technofruit.color	6/666 - EXTRA RED	100 ml	€ 11,30	
8008277040820	AE4082	technofruit.color	11/0 - SS SUPER LIGHTENER	100 ml	€ 11,30	
8008277040837	AE4083	technofruit.color	11/1 - SS SUPER LIGHTENER	100 ml	€ 11,30	
8008277040882	AE4088	technofruit.color	11/3 - SS SUPER LIGHTENER	100 ml	€ 11,30	
8008277040905	AE4090	technofruit.color	11/21 - SS SUPER LIGHTENER	100 ml	€ 11,30	
8008277088136	AE8813	Booster	NEUTRAL	60 ml	€ 11,30	
8008277088143	AE8814	Booster	GREEN	60 ml	€ 11,30	
8008277088150	AE8815	Booster	ORANGE	60 ml	€ 11,30	
8008277088167	AE8816	Booster	VIOLET	60 ml	€ 11,30	
8008277088174	AE8817	Booster	YELLOW	60 ml	€ 11,30	
8008277088181	AE8818	Booster	RED	60 ml	€ 11,30	
8008277088198	AE8819	Booster	BLUE	60 ml	€ 11,30	
8008277088112	AE8811	Coactivator Emulsion	5 Volume	1000 ml	€ 11,50	
8008277038315	AE3831	Coactivator Cream	10 Volume	1000 ml	€ 11,50	
8008277038322	AE3832	Coactivator Cream	20 Volume	1000 ml	€ 11,50	
8008277038339	AE3833	Coactivator Cream	30 Volume	1000 ml	€ 11,50	
8008277038346	AE3834	Coactivator Cream	40 Volume	1000 ml	€ 11,50	
	AE32988	technofruit.color Color Chart (new)			€101,10	
	AE46299	technofruit.color Color Chart BIG			€101,10	
	AE32981	technofruit.color SMALL Color Chart 106+7 (new)			€ 49,75	

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FAST COLOR '10					
8008277324791	AE32479	Fast Color '10	1/0 - NATURAL	100 ml	€ 12,75
8008277324807	AE32480	Fast Color '10	3/0 - NATURAL	100 ml	€ 12,75
8008277324814	AE32481	Fast Color '10	4/0 - NATURAL	100 ml	€ 12,75
8008277324869	AE32486	Fast Color '10	10/0 - NATURAL	100 ml	€ 12,75
8008277324876	AE32487	Fast Color '10	5/7 - MARRONI BROWN	100 ml	€ 12,75
8008277324883	AE32488	Fast Color '10	5/17 - MARRONI BROWN	100 ml	€ 12,75
8008277324890	AE32489	Fast Color '10	6/71 - MARRONI BROWN	100 ml	€ 12,75
8008277324906	AE32490	Fast Color '10	6/3 - DORATI GOLDEN	100 ml	€ 12,75
8008277324913	AE32491	Fast Color '10	8/3 - DORATI GOLDEN	100 ml	€ 12,75
8008277324920	AE32492	Fast Color '10	7/13 - DORATI GOLDEN	100 ml	€ 12,75
8008277324937	AE32493	Fast Color '10	7/43 - RAME COPPER	100 ml	€ 12,75
8008277324944	AE32494	Fast Color '10	8/43 - RAME COPPER	100 ml	€ 12,75
8008277324951	AE32495	Fast Color '10	4/52 - ROSSI RED	100 ml	€ 12,75
8008277324968	AE32496	Fast Color '10	5/26 - ROSSI RED	100 ml	€ 12,75
8008277325125	AE32512	Manual Fast Color '10			€ 5,15
ACCESSOIRES					
	AE32113	Trolley Nice; 6 drawers			€240,75
	AE2851	Tinting Bowl			€ 2,30
	AE2852	Tinting Brush w/Slanted Brush			€ 2,00
	AE2857	Tinting Brush w/Straight Brush			€ 1,45
	AE8951	Double Bristles Brush			€ 2,15
	AE32341	Alter Ego Cape - Beauty & Kindness			€ 18,45
	AE3374	Black Apron			€ 14,45
	AE2188	Black towel			€ 8,65
	AE32276	Shopper Alter Ego Beauty & Kindness			€ 2,30
	AE57408	Litre Pump Alter Ego (Black)			€ 4,05
	AE57544	Cap 1000 mL Alter Ego (Black)			€ -