



























































































KERATIN COLOUR

KERATIN CONDITIONING PERMANANT COLOUR

NATURALS	INTENSE NATURALS	NEUTRAL NATURALS	EXTREME INTENSE NATURALS	ASH SERIES	DEEP ASH SERIES	CHOCOLATE SERIES	GOLD SERIES	BEIGE SERIES	CHESTNUT SERIES	CHESTNUT SERIES	RED SERIES	VIOLET SERIES	LIGHTENERS	COLOUR MIX SERIES
 1 Black				 1B Bluish Black			 5.3 Light Golden Brown		 7.43 Golden Copper Blonde	 4.43 Copper Golden Brown	 5.6 Light Red Brown	 4.62 Violet Red Brown	 10 Natural Lightener	 B Blue Accent Mix
 3 Dark Brown							 6.3 Dark Golden Blonde		 7.45 Mahogany Copper Blonde	 6.4 Dark Copper Blonde	 5.65 Light Red Mahogany Brown	 5.20 Intense Light Violet Brown	 10.1 Ash Lightener	 K Copper Accent Mix
 4 Brown	 4/O Intense Brown		 4/ON Extreme Intense Brown				 7.3 Golden Blonde		 8.4 Light Copper Blonde	 6.43 Dark Copper Golden Blonde	 6.46 Vibrant Dark Red Copper Blonde	 6.26 Dark Red Violet Blonde	 10.2 Iridescent Lightener	 P Pearl Accent Mix
 5 Light Brown	 5/O Intense Light Brown	 5N Neutral Light Brown	 5/ON Extreme Intense Light Brown	 5.1 Light Ash Brown		 5.85 Light Chocolate Mahogany Brown	 7.31 Golden Ash Blonde	 5.13 Light Ash Golden Brown	 8.43 Light Golden Copper Blonde	 6.41 Dark Ash Copper Blonde	 6.5 Vibrant Dark Mahogany Blonde	 8.2 Light Violet Blonde	 10.3 Golden Lightener	 R Red Accent Mix
 6 Dark Blonde	 6/O Intense Dark Blonde	 6N Neutral Dark Brown	 6/ON Extreme Intense Dark Blonde	 6.1 Dark Ash Blonde		 6.88 Deep Dark Chocolate Golden Blonde	 8.3 Light Golden Blonde	 6.13 Dark Ash Golden Blonde	 9.43 Very Light Copper Golden Blonde	 7.4 Copper Blonde	 6.6 Dark Red Blonde		SUPER LIGHTS	 V Violet Accent Mix
 7 Blonde	 7/O Intense Blonde	 7N Neutral Blonde	 7/ON Extreme Intense Blonde	 7.1 Ash Blonde	 7.11 Deep Ash Blonde	 6.83 Dark Chocolate Golden Blonde	 8.31 Light Ash Golden Blonde		 8.42 Iridescent Light Copper Blonde	 7.40 Intense Copper Blonde	 6.64 Dark Red Copper Blonde		 11 Super Light Blonde	 Y Yellow Accent Mix
 8 Light Blonde	 8/O Intense Light Blonde	 8N Neutral Light Blonde	 8/ON Extreme Intense Light Blonde	 8.1 Light Ash Blonde	 8.11 Deep Light Ash Blonde	 8.83 Light Chocolate Golden Blonde	 8.33 Deep Light Golden Blonde				 6.66 Deep Dark Red Blonde		 11.1 Super Light Ash Blonde	 G Green Accent Mix
 9 Very Light Blonde		 9N Neutral Very Light Blonde		 9.1 Very Light Ash Blonde	 9.11 Very Light Deep Ash Blonde		 9.3 Very Light Golden Blonde				 7.62 Red Iridescent Blonde		 11.2 Super Light Iridescent Blonde	
							 9.33 Very Light Deep Golden Blonde				 7.64 Red Copper Blonde		 11.3 Super Light Golden Blonde	
							 9.34 Very Light Copper Blonde				 8.64 Light Red Copper Blonde			
											 8.35 Light Golden Mahogany Blonde			

FORMULATION GUIDELINES

After you have completed a thorough consultation and have determined the following:

- Natural Level
- Texture
- Porosity
- Percentage of Grey
- Target Shade
- Tonal Value

You may proceed with service.

MIXING AND TIMING

FORMULA	MIXING RATIOS	TIMING
Standard formula	1 part colour to 1 part developer	40 minutes
Superlights	1 part colour to 2 parts developer	45-60 minutes
Toning	1 part colour to 2 parts developer	up to 30 minutes

DEVELOPER GUIDE

1.9% (6 Vol) for use with toners and demi permanent colour
3% (10 Vol) lift natural hair up to 1 shade, deposit colour, grey coverage
6% (20 Vol) grey coverage, lift natural hair up to 2 levels
9% (30 Vol) lift natural hair up to 3 shades
12% (40 Vol) lift natural hair up to 4 shades

BASE SHADES & GREY COVERAGE

LEVELS	BASE	MIXING INSTRUCTIONS	MIXING RATIOS OF /O AND /ON
Naturals Levels 1 – 10	Yellow/Brown Base	Use alone or intermix with all other shades.	n/a
Neutral Naturals 5N – 9N	Blue Base	Ideal as a base for all ash shades and to counteract unwanted warm tones.	n/a
Intense Naturals 4/O – 8/O	Deep Yellow/Brown Base	Best for up to 50% grey coverage. Can be intermixed with gold, copper, red and chocolate shades.	Should only be applied to virgin hair. Must be 1/4 of your final mix.
Extreme Intense Naturals 4/ON – 8/ON	Blue Base	Best for 50%-100% grey hair coverage. Ideal base with all ash shades. Able to counteract unwanted warm tones and can be intermixed with all other shades. Optimum grey coverage.	Should only be applied to virgin hair. Must be 1/4 – 1/2 of your final mix.

COLOUR MIX SERIES

BASE LEVEL PERMANENT COLOUR 1-9, /O, N, /ON	COLOUR MIX	EXTRA PEROXIDE REQUIRED
From 1 to 4	+ 35g	35g
5 and 6	+ 17.5g	17.5g
7	+ 2 lineal cm	No extra required
8 and 9	+ from 1 to 1.5 lineal cm	No extra required