



COLOR.ME
by KEVIN.MURPHY
**TECHNICAL
MANUAL**



TECHNICAL MANUAL

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Welcome to **COLOR.ME** by **KEVIN.MURPHY** **TECHNICAL MANUAL**

PHILOSOPHY

COLOR.ME is an Ammonia and PPD free, Honey based hair colour with Pomegranate and Shea Butter. It is formulated to be gentle on the hair and scalp, while exceeding colour expectations.

COLOR.ME OFFERS THE FOLLOWING BENEFITS TO BOTH THE COLOURIST AND CLIENT:

- Tone-on-tone, darker and lighter colour results
- Full coverage of un-pigmented/grey hair
- Wide selection of fashion shades
- High lifting colours
- Colour balancing
- Colour correction
- Pastel colouration



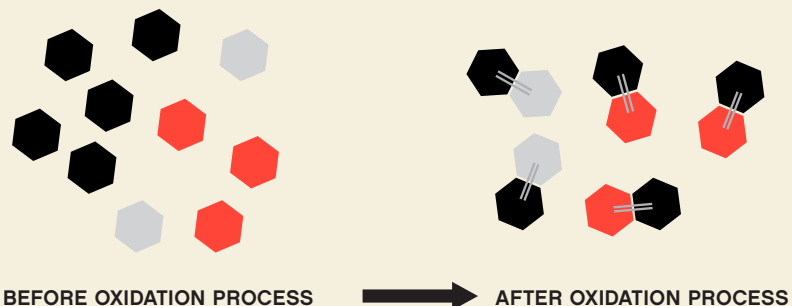
*COLOR.ME is born from KEVIN.MURPHY'S vision
of fusing session work, fashion and hair colour.
This compact colour line delivers high performance,
natural looking results and optimum colour
functionality. An artful blend of gentle and
"naturally derived" ingredients moisturise,
rejuvenate and impart incredible shine without
having to further compromise the environment.
"THE CHOICES WE MAKE..."*

3-STEP TECHNOLOGY

This innovative technology ensures that every pigment base molecule in COLOR.ME connects to another coupling pigment molecule. An exact counting method (Stoichiometry-Molar Formulation System) is used and guarantees that not a single colouring molecule remains free. Only a secure bond, or “safe” molecule is formed.

SECURE BONDS SUPPORT:

- Fewer skin irritations and/or allergic reactions
- Less pollution to our water and environment



SPECIAL MICRO PIGMENTS

Extremely small colour pigments are deposited onto the hair which penetrate deep into the hair shaft, resulting in shinier and healthier looking hair.

OXIDATION DELAY FUNCTION

This specialised method delays the oxidation process with its unique blending of actives. It is only when COLOR.ME is mixed with the COLOR.ME CREAM.ACTIVATOR that the oxidation process is delayed for 5-10 minutes to ensure even application and penetration of the colourants into the hair before the controlled coupling reaction is triggered. This allows for the most effective results and best colour coverage.

COLOR.ME

by KEVIN.MURPHY

SAFE AND EASY TO USE

RELIABLE

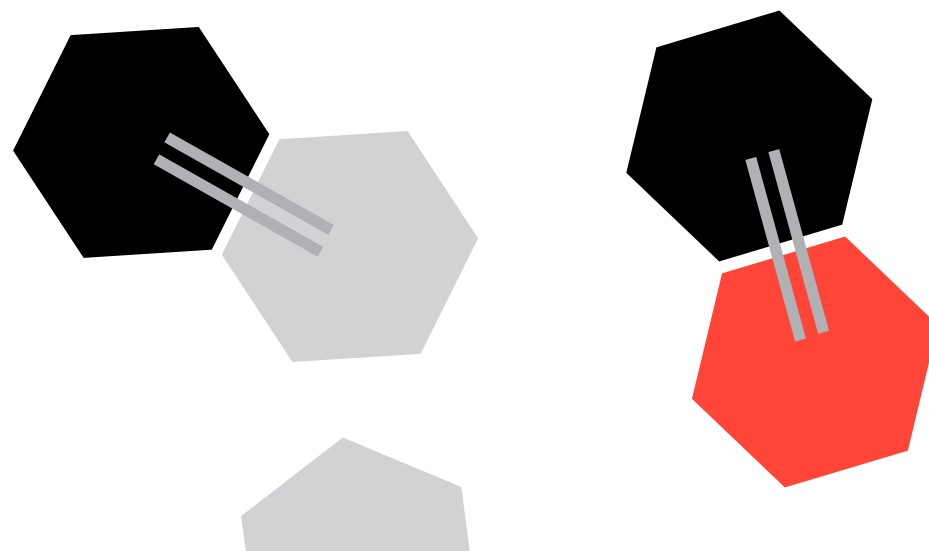
PREDICTABLE

ENVIRONMENTALLY FRIENDLY

NATURALLY DERIVED INGREDIENTS

MULTI-TONAL WITH UNSURPASSED SHINE

COLOR.ME respects the original colour pattern of natural hair. The high fashion multi-tonal effects of COLOR.ME create beautiful luminosity on each and every hair strand creating multi-dimensional colour.



Colour contains up to 45% water. It defines the proper consistency of the colour cream. The water for the COLOR.ME formulation is purified and distilled. The water that is used to cleanse the production machines and colour cisterns is released back into the river where it was taken from after being treated by the manufacturer's in-house water treatment plant. It actually leaves the factory cleaner than it had arrived.

THE CHOICES WE MAKE

AMMONIA FREE

Clients, colourists and stylists enjoy a pleasant salon atmosphere due to COLOR.ME's scent of Rose Hip, thus eliminating the biting ammonia smell of most regular colours.

PPD FREE

Many scalp irritations and allergic reactions during the colouring process are related to ParaPhenylenDiamine. COLOR.ME is completely without PPD, therefore minimising the risk of irritations and allergic reactions caused by PPD.

PETA APPROVED

Since its inception in 2004, KEVIN.MURPHY has prided itself on offerings cruelty-free hair. Now, with the launch of COLOR.ME, PETA has expanded its designation to include the colour range in its Beauty Without Bunnies program. This nonprofit is the largest animal rights organisation in the world with a focus on ending animal suffering and abuse.



crueltyfree

100% RECYCLABLE PACKAGING

INGREDIENTS

HONEY

Honey is a humectant that contains many vitamins and minerals. It also helps hair retain moisture. Honey forms a protective barrier assisting in anti-ageing due to its potency as an antioxidant.

- Sugar absorbs ten times its own weight in water
- Minerals, which are also used in naturopathy, help strengthen hair and nails
- Amino acids and proteins assist with restructure
- Enzymes with antiseptic and antioxidant properties help to neutralise free radicals
- Contains vitamins, flavonoids, and polyphenols

SHEA BUTTER

Shea Butter delivers moisture to dry or damaged hair from the roots to the very tips. It also repairs and protects against environmental damage, dryness and brittleness.

- Contains 5 essential fatty acids
- Provides 10 phenolic components with antioxidant properties
- Repairs and restructures the hair from the inside
- Restores moisture
- Protects against environmental influences like heat and mechanical strain
- Offers UV-protection
- Protects hair structure and hair colour
- Promotes smoothness and shine

POMEGRANATE

Known for its anti-inflammatory and immune system stimulating effects, Pomegranate is also a strong antioxidant with anti-ageing effects. It provides both colour and UV protection.

ROSE HIP

Rose Hip is often used in high-end skin care cosmetics. Its highly effective antioxidants provide long-lasting colour results.

COCONUT OIL

Resistant long chained molecules protect the scalp during the colouration process.

ALOE VERA

Soothes the hair and scalp while creating shine.

PANTHENOL

Antiseptic properties soothe the scalp and also help moisturise and smooth the hair shaft.

SWEET ALMOND OIL

Smooths and softens skin while Vitamin E creates shine.

GRAPESEED OIL

Contains moisturising linoleic acid and lecithin. Grapeseed Oil regulates pH-level and maintains the natural acid mantle of the skin.

SELECTION OF SHADES

COLOR.ME offers a fashion forward portfolio of completely intermixable shades. In addition, there are HIGH.LIFT, BOOSTER, TONER, and CLEAR, which allows maximum freedom and creativity for colourists. COLOR.ME SHADES are named, numbered and arranged by depth and reflect, making COLOR.ME easy to use and navigate.

7.43



DEPTH:

7 = MEDIUM
BLONDE



MAJOR & MINOR
REFLECT

.4 = COPPER
MAJOR

3 = GOLD
MINOR



CREAM.ACTIVATOR

Exclusively formulated to maximise the qualities of COLOR.ME SHADES, the COLOR.ME CREAM.ACTIVATOR is a creamy consistency that creates a beautiful colour mix and is easy to apply with no running or dripping. The CREAM.ACTIVATOR in combination with COLOR.ME ensures a luxurious cosmetic feel on the hair.

COLOR.ME CREAM.ACTIVATOR comes in various concentrations for custom tailored performances. The concentration of the CREAM.ACTIVATOR determines the recommended development time.

Exclusively formulated to activate the specialised qualities of COLOR.ME.

CREAM.ACTIVATOR AND DEVELOPMENT TIME	
3.5 VOL. (1%)	3-20 MIN
10 VOL. (3%)	25 MIN
20 VOL. (6%)	35 MIN
30 VOL. (9%)	45 MIN
40 VOL. (12%)	55 MIN

NOTE: COLOR.ME is to be used without heat.

SHADES: LEVEL 1-11

COLOR.ME is mixed with the special CREAM.ACTIVATOR and can be mixed in various ratios to tailor your desired result:

- Different categories of permanent results
- Tone-on-tone and darker
- Full grey coverage
- 1 - 3 levels lighter

MIXING RATIO FOR STANDARD COLOUR MIX	
1 : 1.5	50 G 9.3 + 75 ML CREAM.ACTIVATOR 20 VOL. (6%), 30 VOL. (9%), 40 VOL. (12%)

MIXING RATIO FOR SOFT COLOURATION	
1 : 1.5	50 G 9.3 + 75 ML CREAM.ACTIVATOR 10 VOL. (3%)
1 : 2	50 G 6.2 + 100 ML CREAM.ACTIVATOR 3.5 VOL. (1%)
THE DEVELOPMENT TIME DEPENDS ON CHOSEN CREAM.ACTIVATOR (PLEASE REFER TO CHART ON PAGE 16)	

COLOR.ME HIGH.LIFT

HIGH.LIFT colours achieve 3 - 4 levels of lift depending on choice of CREAM.ACTIVATOR.

MIXING RATIO FOR HIGH.LIFT SHADES

1 : 2	50 G HL101 + 100 ML CREAM.ACTIVATOR 30 VOL. (9%)	3 LEVELS LIFT
1 : 2	50 G HL101 + 100 ML CREAM.ACTIVATOR 40 VOL. (12%)	4 LEVELS LIFT
DEVELOPMENT TIME: 55 MINUTES		

CLEAR

A neutral colour, intermixable with all COLOR.ME SHADES for colour balancing on lengths and ends. CLEAR prevents colours from building up and from darkening on higher porosity hair. It also creates vibrant shine and brilliant results.

MIXING RATIO FOR COLOUR BALANCING

1 : 15	25 G 5.7 + 25 G CLEAR + 75 ML CREAM.ACTIVATOR 10 VOL. (3%)
DEVELOPMENT TIME: 25 MINUTES	

Use CLEAR pure to brighten natural and previously coloured hair.

MIXING RATIO FOR SUN-KISSED EFFECT

1 : 15	30 G CLEAR + 45 ML CREAM.ACTIVATOR 10 VOL. (3%)
DEVELOPMENT TIME: 25 MINUTES	

BOOSTER

BOOSTER can be added to all COLOR.ME SHADES. Create your own shades by tailoring your colour with BOOSTER to enhance colour, counteract the underlying pigment or simply be creative with your formulation.

Mixing Ratio:

Use a maximum of 10G BOOSTER with 50G of COLOR.ME.
Don't exceed more than 20% of your colour with BOOSTER.

MAX 20% BOOSTER USED WITH YOUR SHADE TO
ENHANCE COLOUR
THE AMOUNT OF BOOSTER IS NOT MEASURED
WITH YOUR CREAM.ACTIVATOR

1 : 15	50 G 5.7 + 75 ML CREAM.ACTIVATOR + 10 G BOOSTER
DEVELOPMENT TIME AS PER CREAM.ACTIVATOR	

BOOSTER USED ON PRE-LIGHTENED HAIR

1 : 2	25 G BOOSTER + 50 ML CREAM.ACTIVATOR 3.5 VOL. (1%)
DEVELOPMENT TIME: 3 - 25 MINUTES VISUAL DEVELOPMENT TIME IS REQUIRED	

TONER

TONER can be used to enhance, refine or to soften hair colour.

MIXING RATIO FOR TONERS

1 : 2	25 G SILVER + 50 ML 3.5 VOL. (1%)
DEVELOPMENT TIME: 3-20 MINUTES	

CREAM.LIGHTENER

Highly cosmetic lightening cream for maximum control and lightening up to 7 levels.

Innovative, hydrating and conditioning formula with Murumuru Butter, Inca Inchi Oil, Bees Wax and Corn Proteins leave the hair moisturised and full of body. The perfect creamy consistency, CREAM.LIGHTENER eliminates any risk of inhaling particles and it won't swell or run. It lifts both natural and previously coloured hair.

CREAM.LIGHTENER is mixed with all CREAM.ACTIVATORS.

MIXING RATIO	
1 : 2	50 G CREAM.LIGHTENER + 100 ML CREAM.ACTIVATOR

MIXING RATIO FOR FREE HAND TECHNIQUES	
1 : 15	50 G CREAM LIGHTENER + 75 ML CREAM.ACTIVATOR
DEVELOPMENT TIME: DO NOT EXCEED 50 MINUTES. NO HEAT IS REQUIRED	

NOTE: Desired lightening is determined by CREAM.ACTIVATOR. All CREAM.ACTIVATORS may be used.

HAIR AT NEW GROWTH	
1 : 2	50 G CREAM.LIGHTENER + 100 ML CREAM.ACTIVATOR

NOTE: Do not exceed 20 VOL. (6%) when applying CREAM.LIGHTENER at new growth.

AMMONIA FREE POWDER.LIGHTENER

Especially created for colourists and clients that prefer ammonia free colour services. The dust-free powder prevents inhaling while Aloe Vera guarantees gentleness and conditioning. A scent of berries ensures a pleasant service experience.

Mix ammonia free POWDER.LIGHTENER with CREAM.ACTIVATOR for up to 6 levels of lightening.

For mixing ratio and development time, please see cheat sheet (page 39).

POWDER.LIGHTENER

Dust-free POWDER.LIGHTENER achieves up to 7 levels of lift.

This POWDER.LIGHTENER has a flexible consistency. The dust-free formula also makes it user friendly, it respects the hair structure and is perfect for creating all lifting techniques. The dust-free formula also makes it user friendly, and is ideally suited for all lifting techniques while respecting the hair structure.

MIXING RATIO INCLUDING HAIR AT NEW GROWTH	
1 : 2	50 G POWDER.LIGHTENER + 100 ML CREAM.ACTIVATOR

MIXING RATIO FOR FREE HAND TECHNIQUES	
1 : 15	50 G POWDER LIGHTENER + 75 ML CREAM.ACTIVATOR

The degree of lightening is controlled by the CREAM.ACTIVATOR strength: Hair at the new growth area – use only with a maximum of 20 VOL. (6%), mixing ratio 1:2

DEVELOPMENT TIME: Do not exceed the maximum development time of 45 minutes. No heat is required.

FREESTYLE.LIGHTENER

FREESTYLE.LIGHTENER is a clay-based lightener offering up to 7 levels of lift.

FREESTYLE.LIGHTENER is ideal for freehand applications. Paint, lift, highlight and create natural, sun-kissed results. The no-drip formula allows for controlled application and reduces the need for foils. Kaolin strengthens the hair while increasing elasticity and slowing the ageing process. Silica naturally detoxifies and removes impurities from the hair and scalp.

MIXING RATIO	
1 : 2	FREESTYLE.LIGHTENER + CREAM.ACTIVATOR 10 VOL. (3%), 20 VOL. (6%), 30 VOL. (9%), 40 VOL. (12%)
DEVELOPMENT TIME: 10-45 MIN	

HAIR DIAGNOSIS

SCALP

Ensure that there are no injuries or skin irritations. Do not apply colour or lightener if scalp is broken or irritated.

NATURAL HAIR THAT HAS NOT BEEN COLOURED BEFORE

Allows lighter results, tone on tone or darker colourations.

HAIR THAT HAS BEEN PREVIOUSLY COLOURED

Tone-on-tone or darker colourations and the use of CLEAR brightens previously coloured hair and allows for lighter results. To predictably lighten previously coloured hair, use COLOR.ME POWDER.LIGHTENER or COLOR.ME CREAM.LIGHTENER.

HAIR THAT HAS BEEN PREVIOUSLY COLOURED

SHOWING NEW GROWTH

Consider using two different formulas for regrowth colour service to cater to the different hair situations at new growth and on lengths and ends.

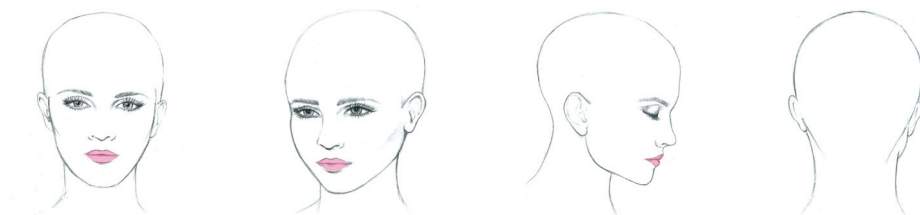
UN-PIGMENTED/GREY HAIR

COLOR.ME provides outstanding grey coverage with multi-tonal characteristics. The .1 ASH series should be mixed with natural SHADES for full grey coverage.



HAIR ANALYSIS			TARGET RESULT			
	HAIR CONDITION Resistant, Normal, Sensitised, Highly Sensitised	HAIR COLOUR Natural, Coloured Darker/Lighter, Highlighted, Lightened, Depth and Reflect	GREY %	DESIRED COLOUR Depth and Reflect	FORMULA SHADE, CLEAR, BOOSTER, HIGH-LIFT, LIGHTENER, TONER, CREAM.ACTIVATOR	DEV. TIME
NEW GROWTH						
MID LENGTHS						
ENDS						

APPLICATION



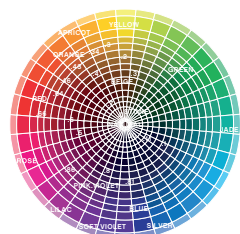
COLOUR FINISHING REGIMEN

1. Emulsify and rinse thoroughly.
2. Apply STAYING.ALIVE. work in with a TEXTURE.COMB.
3. Use RE.STORE for minimum of two minutes.
4. Rinse and apply STAYING.ALIVE.
5. Style as desired.

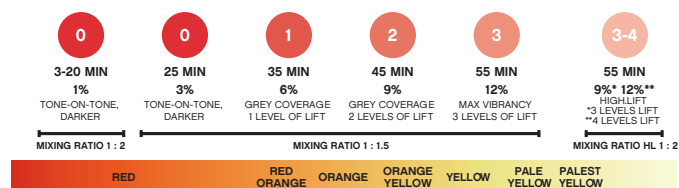
HOME MAINTENANCE

PRODUCT MATCH-MAKER ON KEVINMURPHY.COM.AU

COLOUR WHEEL



LEVELS OF LIFT



FIRST TIME APPLICATION

Mid-lengths and ends are more keratinised, therefore more resistant than at the new growth area. Colour will be absorbed and developed quicker at the new growth than on mid-lengths and ends. A two-step application will balance this difference.

1. Mix shade and appropriate CREAM.ACTIVATOR for the desired colour.
2. Colour mix is applied on mid-lengths and ends, leaving out 2 cm of new growth.
3. Work time for this first step is half of the regular development time.
4. Now apply the same colour mix to the new growth.
5. Develop for the required time based on CREAM.ACTIVATOR.
6. Removal: Emulsify, rinse and apply COLOR.ME FINISHING REGIMEN.

COLOUR	CREAM. ACTIVATOR	50% DEVELOPMENT TIME	NORMAL DEVELOPMENT TIME	TOTAL DEVELOPMENT TIME
		STEP 1 (LENGTHS & ENDS)	STEP 2 (NEW GROWTH)	
SHADES	20 VOL. (6%)	15-20 MIN	35 MIN	50-55 MIN
	30 VOL. (9%)	20-25 MIN	45 MIN	65-70 MIN
	40 VOL. (12%)	25-30 MIN	45 MIN	80-85 MIN

NOTE: Soft colouration 3.5 VOL. (1%) or 10 VOL. (3%) can be used for tone-on-tone or darker. If chosen target SHADE for the soft colouration is close to the initial hair colour, a soft colouration mix can be applied in one step from new growth to ends.

Follow the normal development time.

COLOR.ME finishing regimen: Emulsify, rinse, apply STAYING.ALIVE, cleanse with RE.STORE, rinse and apply STAYING.ALIVE again.

COLOURING UN-PIGMENTED HAIR/GREY COVERAGE

All SHADES except ASH tones perform full grey coverage on unpigmented/grey hair. For multi-tonal opacity, use COLOR.ME SHADES without adding natural tone.

1 : 1.5	50ML 6.4 + 75ML CREAM.ACTIVATOR / 20 VOL. (6%) or 30 VOL. (9%)
---------	--

When using ash tones or when greater opacity is desired, mix the desired tone with NATURAL or INTENSE.NATURAL of the same level.

1 : 1.5	25ML 6.1 + 25ML 6.0 + 75ML CREAM.ACTIVATOR / 20 VOL. (6%) or 30 VOL. (9%)
---------	---

NOTE: 20 VOL. (6%) and 30 VOL. (9%) can be used to colour un-pigmented/ grey hair, defined by the lightening required on the client's natural hair colour.

NEW GROWTH APPLICATION

With new growth of up to 2 cm when mid-lengths and ends have previously been coloured.

Mix SHADES and appropriate CREAM.ACTIVATOR for the desired colour result.

APPLY COLOUR MIX ON REGROWTH AREA SECTION BY SECTION TONE-ON-TONE OR DARKER COLOUR: Apply colour mix starting at the crown working towards the contours at the back, then apply at the front.

LIGHTER COLOUR RESULTS: Apply onto the darkest areas first.

GREY COVERAGE: Apply onto area with highest percentage of un-pigmented hair first.

Develop as per CREAM.ACTIVATOR development time.

Colour balancing is the perfect art of refreshing previously coloured lengths and ends.

COLOUR BALANCING

Take the same SHADE as for the new growth, add equal amount of CLEAR and use with CREAM.ACTIVATOR + 10 VOL. (3%).

1 : 1.5	15ML 7.46 + 15ML CLEAR + 45ML + 10 VOL. (3%)
---------	--

If you added a NATURAL or INTENSE.NATURAL SHADE to your formula for the new growth, colour balance on lengths and ends with the reflect SHADE only.

When working with warmer, lighter SHADES on porous hair, you may use them without CLEAR for maximum intensity and depositing.

Development time for colour balancing needs to be calculated into the normal development time for the colour.

COLOR.ME finishing regimen: Emulsify, rinse, apply STAYING.ALIVE, cleanse with RE.STORE, rinse and apply STAYING.ALIVE again.

NOTE: When working with high porosity, for best results use COLOR.ME colour balancing with CREAM.ACTIVATOR 3.5 VOL. (1%) in a 1:2 mixing ratio.

SUN-KISSED LOOK

CLEAR lightens and brightens natural and previously coloured hair for a natural sun-kissed look.

1 : 1.5	50ML CLEAR + 75ML + 10 VOL. (3%) DEVELOPMENT TIME 25 MIN
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COLOUR BASICS

UNDERLYING PIGMENT

Colour exposed when lightening.

Your client's natural depth will determine the colour exposed when hair colour is lightened. The natural underlying pigment will show and will add to the final result.

The natural hair produces melanocytes that will develop two kinds of melanin:

- eumelanin dark-brown = depth
- pheomelanin yellow-red = reflect

Knowing the lightening progression when lifting natural hair colour will help you to choose the right shade to enhance or counteract the underlying pigment in order to achieve the desired result.

DEPTH	UNDERTONE	COUNTERACTING COLOUR
11.	PLATINUM	PALEST VIOLET
10.	PALEST YELLOW	VIOLET
9.	PALE YELLOW	VIOLET
8.	YELLOW	VIOLET
7.	ORANGE YELLOW	BLUE/VIOLET
6.	ORANGE	BLUE
5.	RED ORANGE	BLUE / GREEN
4.	RED	BLUE / GREEN
3.	RED	BLUE / GREEN
1.	RED	BLUE / GREEN

DEPTHS & UNDERLYING PIGMENT

1	2	3	4	5	6	7	8	9	10	11
RED		RED ORANGE		ORANGE		ORANGE YELLOW	YELLOW	PALEST YELLOW		

COLOUR WHEEL BASICS

Basic colour principals and the colour wheel.

PRIMARY

Colours from which all other colours are made: **BLUE**, **YELLOW**, **RED**. These cannot be made by mixing other colours together.

SECONDARY

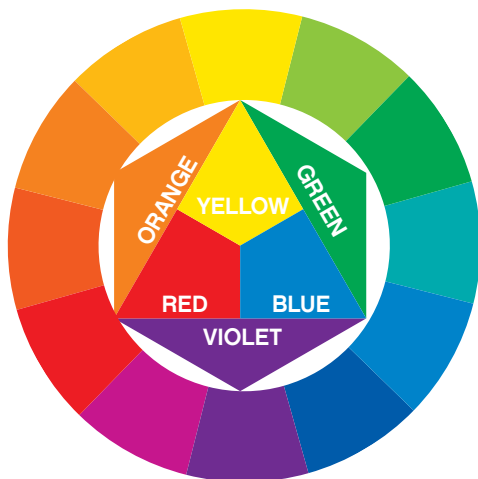
A colour produced by mixing two primary colours: **GREEN**, **ORANGE**, **VIOLET**.

TERTIARY

Intermediate colours made by mixing either one primary colour with one secondary colour, or two secondary colours.

COMPLEMENTARY

Colours are situated opposite on the colour wheel e.g **BLUE** & **ORANGE**, **YELLOW** & **VIOLET** and **RED** & **GREEN** these also counteract each other to neutralise tone.



COLOUR WHEEL WITH REFLECTS

SHADES

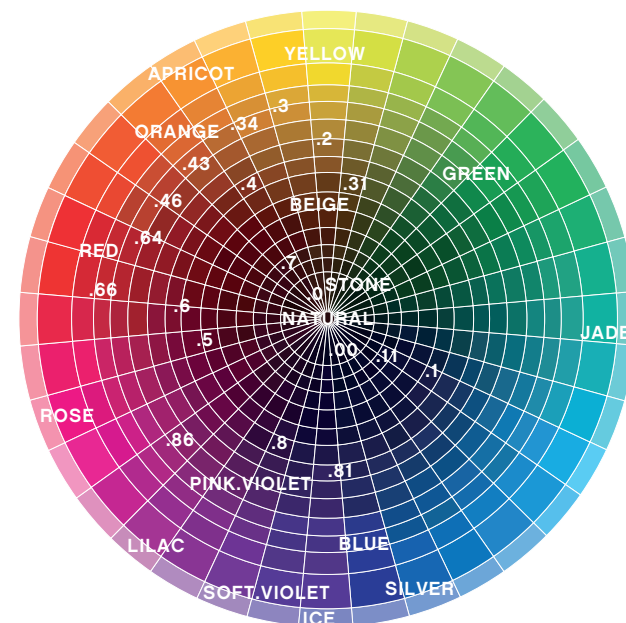
.0	NATURAL
.1	ASH
.2	BEIGE
.3	GOLD
.4	COPPER
.5	MAHOGANY
.6	RED
.7	CHOCOLATE
.8	VIOLET

BOOSTER

GREEN
BLUE
SOFT-VIOLET
PINK-VIOLET
RED
YELLOW
ORANGE

TONER

NATURAL
STONE
BEIGE
APRICOT
ROSE
LILAC
ICE
SILVER
JADE





ADVANCED USAGE GUIDE

RE-PIGMENTING/FILLING

Highlighted and lightened hair is missing the natural underlying pigment, which would have an anchoring function for the target colour when re-colouring to a darker level. Therefore, on highlighted and lightened hair we recommend re-pigmenting/filling.

1. Apply filler sparingly onto lightened areas. Remove excess product with a wide-tooth comb and paper towel. Do not develop, do not rinse out.
2. Apply target colour mix directly on top of the filler. Develop for 25 minutes.

STEP 1: RE-PIGMENT/FILLER		STEP 2: COLOUR FORMULA
MIXING RATIO	1 : 2	1 : 15
DEVELOPMENT TIME	NO DEVELOPMENT TIME / DO NOT RISE OUT	APPLY ON TOP OF "RE-PIGMENTATION" DEVELOP FOR 25 MIN
TARGET LEVEL		
8.	9.3 + 3.5 VOL. (1%)	8.0 + 10 VOL. (3%)
7.	8.34 + 3.5 VOL. (1%)	7.0 + 10 VOL. (3%)
6.	7.43 + 3.5 VOL. (1%)	6.0 + 10 VOL. (3%)
5.	6.43 + 3.5 VOL. (1%)	5.0 + 10 VOL. (3%)
4.	5.43 + 3.5 VOL. (1%)	4.0 + 10 VOL. (3%)
3.	4.43 + 3.5 VOL. (1%)	3.0 + 10 VOL. (3%)
1.	4.43 + 3.5 VOL. (1%)	1.0 + 10 VOL. (3%)
COLORME finishing regimen: Emulsify, rinse, apply STAYING.ALIVE, cleanse with RE.STORE, rinse and apply STAYING.ALIVE again.		

LIGHTENING COLOURED HAIR

NOTE: Hair colours cannot lighten coloured hair predictably. Therefore, for lightening coloured hair we recommend using COLOR.ME POWDER.LIGHTENER as a soft lightening mix:

SOFT LIGHTENING MIX	
1 : 4	10G POWDER.LIGHTENER + 40ML 10 VOL. (3%)

Apply soft lightening mix evenly to previously coloured areas. Be aware to leave out new regrowth because the soft lightening mix would lighten it very fast with an uneven result.

After desired lift has been achieved, rinse, shampoo and condition. Maximum processing time of 45 minutes.

If more lightening is required, refer to a standard lightening application with COLOR.ME CREAM.LIGHTENER or POWDER.LIGHTENER.

If this technique is still not sufficient after 30 minutes of development time, remove excess product with a wide-tooth comb and paper towel, mix fresh lightener and re-apply by working it through hair. Develop for an additional 15 minutes.

Finish: Rinse and apply COLOR.ME FINISHING REGIMEN.

Use TONER or colour balancing to refine the colour result.

EASY GUIDE TO SUCCESSFULLY ACHIEVE A LIGHTER COLOUR RESULT

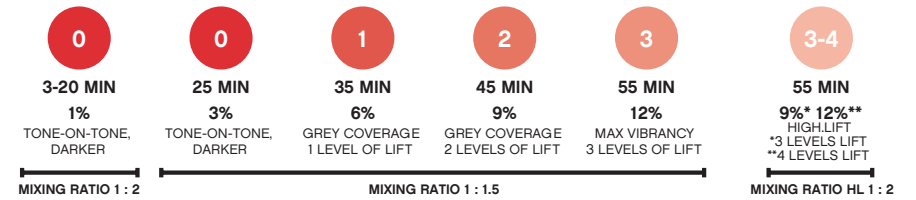
Ask the following 3 questions:

- 1. What is the initial depth and tone?
- 2. What is the target colour?
- 3. Which shade, CREAM.ACTIVATOR and application is needed for the required target?

EXAMPLE FORMULA TO COUNTERACT UNDERLYING PIGMENTS	
INITIAL NATURAL HAIR COLOUR	60
TARGET COLOUR	80
UNDERLYING PIGMENT	ORANGE
COUNTERACTING PIGMENT	BLUE = ASH
SHADE	81 LIGHTBLONDE.ASH
LEVELS OF LIFT	2 LEVELS OF LIFT: 30 VOL. (9%)
MIXING RATIO	1 : 1.5
DEVELOPMENT TIME	45 MIN



OVERVIEW





CHEAT SHEET		RESULTS	CREAM/ACTIVATOR	MIXING RATIO	DEVELOPMENT TIME	
SHADES LEVEL 1-11	SOFT COLOURATION	TONE-ON-TONE, DARKER UP TO 1 LEVEL LIFT	35 VOL 1%	1:2	3 - 20 MIN	
		LIFTING NATURAL HAIR COLOUR	TONE-ON-TONE, DARKER, UP TO 1 LEVEL LIFT	10 VOL 3%	1:1.5	25 MIN
			1 LEVEL OF LIFT	20 VOL 6%	1:1.5	35 MIN
			2 LEVELS OF LIFT	30 VOL 9%		45 MIN
HIGHLIGHT	GREY COVERAGE WITH MULTI-TONAL EFFECTS CLASSIC OPAQUE RESULTS MIX SHADE WITH NATURAL	3 LEVELS OF LIFT	40 VOL 12%	1:1.5	55 MIN	
		DARKER TONE-ON-TONE 1 LEVEL OF LIFT	20 VOL 6%		35 MIN	
		2 LEVELS OF LIFT	30 VOL 9%		1:1.5	45 MIN
		3 LEVELS OF LIFT	30 VOL 9%		1:2	55 MIN
BOOSTER	HIGHLIGHT RESULTS	4 LEVELS OF LIFT	40 VOL 12%	1:2	55 MIN	
		UP TO 20% CAN BE ADDED TO THE SHADE ON TOP OF THE COLOUR MASS	BOOSTING THE INTENSITY	1, 3, 6, 9, 12%	AS PER CREAM/ACTIVATOR	
		COLOUR EFFECTS ON PRE-LIGHTENED HAIR	TONING	35 VOL 1%	1:2	3 - 20 MIN
		SUN-KISSED EFFECT	1 LEVEL LIGHTER	10 VOL 3%	1:1.5	25 MIN
CLEAR	COLOUR BALANCING	1 PART TARGET + 1 PART CLEAR	10 VOL 3%	1:1.5	3 - 25 MIN	
		COLOUR REFINING	SHADING/CONTROL ON PRE-LIGHTENED HAIR	35 VOL 1%	1:2	3 - 20 MIN
CREAM/LIGHTENER	MAXIMUM LIFT UP TO 7 LEVELS FOR NATURAL AND PREVIOUSLY COLOURED HAIR, FLEXIBLE CONSISTENCIES	THICKER CONSISTENCY	1, 3, 6, 9, 12%	1:1.5	MAX. 50 MIN	
		CREAMIER CONSISTENCY		1:2		
POWDER/LIGHTENER	MAXIMUM LIFT UP TO 7 LEVELS FOR NATURAL AND PREVIOUSLY COLOURED HAIR, FLEXIBLE CONSISTENCIES	HAIR AT NEW GROWTH	20 VOL MAX 6%	1:2	MAX. 45 MIN	
		THICKER CONSISTENCY	1, 3, 6, 9, 12%	1:1.5		
POWDER/LIGHTENER AMMONIA FREE	MAXIMUM LIFT UP TO 6 LEVELS FOR NATURAL AND COLOURED HAIR	CREAMIER CONSISTENCY	20 VOL MAX 6%	1:2	MAX. 45 MIN	
		HAIR AT NEW GROWTH	1, 3, 6, 9, 12%	1:2		
FREESTYLE/LIGHTENER	BALAYAGE, OMBRE AND FREEHAND PAINTING FOR NATURAL AND COLOURED HAIR	CREAMY CONSISTENCY	MAX 6%	1:2	MAX. 45 MIN	
		HAIR AT NEW GROWTH	1, 3, 6, 9, 12%	1:2		
FINISH	WHEN DEVELOPMENT TIME IS COMPLETED EMULSIFY, RINSE, APPLY COLORE.ME FINISHING REGIMEN.					



STAYING.ALIVE

This weightless leave-in treatment contains antioxidant-rich Olive Leaf and Rose Hip Oil to protect the hair, while Honey and Ivy help to form a protective barrier against moisture loss, promoting shine and improving hair flexibility. Hydrolysed Silk, Coconut and Grapefruit work together to smooth out frizz, soften the hair and promote healthy cellular regeneration.



RE.STORE

This cleansing conditioning treatment contains mild surfactants for gentle cleansing, along with superfood proteins from Papaya, Pineapple, Shea Butter and Green Pea to strengthen and moisturise hair, while improving elasticity, reducing frizz and replenishing hair with targeted nutrients and amino acids.



COLOUR FINISHING REGIMEN STEP-BY-STEP

1. Once development time is complete, emulsify and rinse colour from the hair.
2. Apply **STAYING.ALIVE** to equalise the hair and prepare for cleansing.
3. Apply **RE.STORE** to wet hair and scalp. Lather and gently shampoo for 2 minutes, then rinse thoroughly.
4. Apply **STAYING.ALIVE** to finish the service.
5. Style as desired.

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