

PRODUCT KNOWLEDGE

TEMPORARY COLOUR

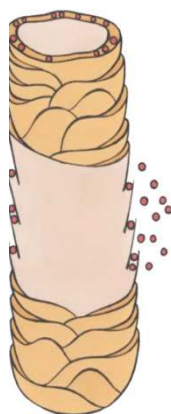
PERFECTON



- Lasts one shampoo
- Applied at the backwash on pre-shampooed and conditioned hair
- Do not rinse out!
- Can also be used to pre-pig very porous hair
- **SKIN TEST NEEDED**

HOW IT WORKS

Temporary Colour molecules on the hair structure



- Large molecules that lay on the cuticle and last until the hair is next shampooed

TRUE SEMI

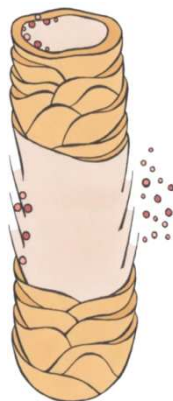
COLOUR FRESH



- PH of 6.5
- Lasts up to 10 shampoos
- Blends grey up to 40%
- Doesn't contain Ammonia or Peroxide
- 20 minute development time applied on pre shampooed hair
- Colour Fresh will not lift the hair only darken or deposit tone
- Great colour to retail to clients to refresh their own colour at home
- **SKIN TEST NEEDED**

HOW IT WORKS

Semi-Colour molecules on the hair structure



- Large and small molecules that stain the cuticle and partially penetrate and sit on the outside of the cortex

QUASI COLOUR

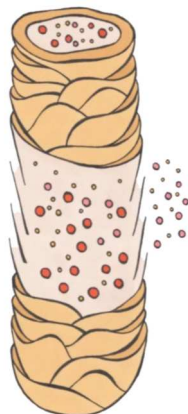
COLOUR TOUCH



- Applied to pre shampooed hair
- By pre shampooing the hair the water dilutes the 1.9% / 4% down further making it healthier for the hair
- The warm water from pre shampooing helps open up the cuticle giving you an even result
- Up to 60% grey coverage
- **SKIN TEST NEEDED**

HOW IT WORKS

Quasi Colour molecules on the hair structure



- $\frac{3}{4}$ small and $\frac{1}{4}$ large molecules that stain the cuticle and penetrate the cortex. Once the small molecules penetrate they swell slightly inside the cortex.

QUASI COLOUR

COLOUR TOUCH DEVELOPERS: 1.9% and 4%



1.9%

- Used for gentle deposit of colour
- Porous Hair

4%

- Gives a more intensive colour result
- Lasts up to 15 shampoos depending on the porosity of the hair
- Colour Touch will not lift the hair only darken and deposit tone
- Colour Touch is fantastic for refreshing the mid lengths of permanent colour
- **SKIN TEST NEEDED**

COLOUR TOUCH RELIGHTS



- Quasi colour
- Pure tone (no depth) example /8
- Mixing ratio 1:2
- 1.9% Colour Touch Developer
- Development time 5 - 20 minutes
- Applied to pre-shampooed hair!
- Great for toning highlights and refreshing magma
- Great toner for very porous hair!
- **SKIN TEST NEEDED**

QUASI COLOUR

COLOUR TOUCH SUNLIGHTS



- Applied to dry hair!
- Sunlights has no depth just pure tone (/8)
- 4% Colour Touch Developer!
- Mixing ratio 1:2
- Lightens up to 1- 2 shades
- Great for clients wanting natural sun kissed highlights with low maintenance
- Can also be used on a full head application
- Remember tint won't lift tint so if there is previous artificial, darker colour on the hair it won't lift it!
- **SKIN TEST NEEDED**

COLOUR TOUCH PLUS



- Quasi colour
- Great for clients wanting more grey coverage without having a permanent colour!
- Double base colours example (66/07) means more grey coverage
- 70% grey coverage
- 50% more shine
- Applied to dry hair!
- Mixed with its own 4% peroxide
- Colour Touch Plus will not lift the hair
- Mixing ratio 2.1

QUASI COLOUR

INSTAMATIC BY COLOUR TOUCH



- Mixing ratio 1:1
- 1.9% / 4% Colour Touch Developer
- Development time 5 – 25 minutes
- Apply to dry or pre-shampooed hair
- Can be mixed with Colour ID
- 6 shades available: Ocean Storm, Muted Mauve, Pink Dream, Smokey Amethyst, Jaded Mint & Ice Cube
- **SKIN TEST NEEDED**

PERMANENT

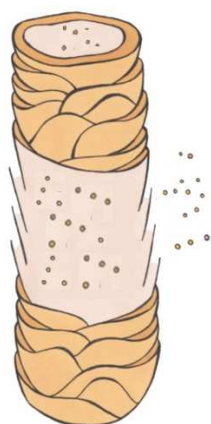
KOLESTON PERFECT



- Mixed with Welloxon 6%, 9%, 12%, 1.9%
- Applied to dry hair!
- Mixing ratio 1:1
- Development time, 40 minutes without heat, 20-25 minutes with heat
- Special blondes ratio 1:2 full head application
- Development time - 60 minutes with or without heat!
- Virgin head application m//ends first
- Tint will not lift tint
- **SKIN TEST NEEDED**

HOW IT WORKS

Colour molecules on the hair structure



- Small molecules that penetrate the cortex
- Once inside the cortex they swell and deposit depth/tone

PERMANENT

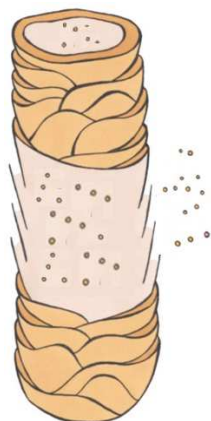
ILLUMINA COLOR



- Permanent Colour
- 70% more light reflection
- Superior hair protection
- Mixing Ratio 1:1
- Premium Colour range
- **SKIN TEST NEEDED**

HOW IT WORKS

Colour molecules on the hair structure



- Small molecules that penetrate the cortex
- Once inside the cortex they swell and deposit depth/tone

PERMANENT

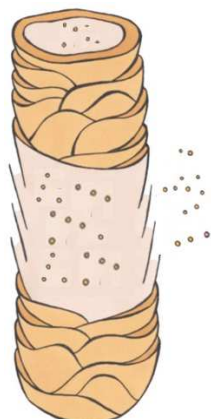
KOLESTON PERFECT INNOSENSE



- Permanent colour
- Only hair colour brand with new ME+ dye molecule
- Formulated without PPD or PTD
- Specially formulated to reduce the risk of developing an allergy
- New 0/0 special mix (clear tone) to personalise the intensity of other shades
- New mild scented fragrance
- Mix ratio 1:1
- Can be mixed with Welloxon 1.9%, 6%, 9% + 12%
- 100% white coverage
- Premium Colour range
- **SKIN TEST NEEDED**

HOW IT WORKS

Colour molecules on the hair structure



- Small molecules that penetrate the cortex
- Once inside the cortex they swell and deposit depth/tone

BLEACH

BLONDOR

- The Blondor ranges are all bleaches!
- These will strip out artificial/natural colour and can expose warmth
- Blondor will lift natural hair colour up to 7 levels
- Blondor will penetrate the cuticle and cortex and swell, lifting out all natural or artificial depth and tone
- Can be used for highlights or as an all over colour
- First time virgin application mid/lengths/ends first
- Legally only up to 6% can be used on scalp applications
- Bleach is a stripping agent so you will need to tone
- **NO SKIN TEST NEEDED**

BLONDOR RANGE



Blondor Special

- Blue Powder



Blondor Coco

- White
- Contains Coconut Fragrance



Blondor Crème

- Oil Based
- Ideal for scalp applications
- Contains camomile which makes it more gentle on the scalp

BLEACH

FREELIGHTS WHITE LIGHTENING POWDER



- For accuracy and precision in freehand application
- Contains lightening agents and clays
- For Natural and pre-coloured hair
- Up to 7 Levels of lift
- No heat
- Use exclusively with designated Freights Developer for freehand application
- 6%, 9%, 12%
- **NO SKIN TEST NEEDED**

DEVELOPERS

WELLOXON



3% Pastel Developer

- Used for toning pre lightened hair
- Mixing ratio 1 part tint to 2 parts 1.9%
- Ideal for use with 9/- , 10/- lines

6%

- 100% grey coverage
- Up to 1 shade lift
- Darkens hair
- Change tone on the same depth
- Can be used with Blondor



9%

- 3 shades lift with special blondes

12%

- 3 - 4 shades lift with Koleston Perfect
- 3 - 5 shades lift with special blondes

MAGMA



- Applied to dry hair
- Mixing ratio 1:1.5
- 30g Magma to 45g Pastel Developer (6%, 9%, 12%)
- Ideal for lifting out artificial colour
- Not to be used on scalp! (staining)
- Suitable for depths 2/0 to 7/0
- Can lift up to 6 shades
- Not to be used on pre-lightened hair
- Magma cannot be placed over previous Magma
- Processing time blonde shades
- **NO SKIN TEST NEEDED**

Development Time:

Blonde shades

- 15 - 30 minutes heat
- 20 - 40 minutes no heat

Red shades

- 30 - 45 minutes heat
- Red shades 40-60 minutes no heat