



PREMIUM HAIR COLOR

DIGITAL COLOR CHART





colors are the
beauty of nature

GOLD PREMIUM HAIR COLOR

DEDICATION TO PROFESSIONAL EXCELLENCE

Passion, determination and commitment to research. A close relationship with the hairdresser and constant attention to consumer needs have inspired this unique formulation. An innovative natural complex of botanical ingredients rich in precious nutritive elements revitalizes the hair as it colors restoring its natural softness and silkiness. Deeply moisturizing ingredients ensure maximum color perfection while respecting the skin and hair. Nutrients fuel the hair with deep care after coloring, restructuring it from the inside and sealing it with a protective layer on the outside.

Our clean formulas are free of ammonia, PPD, resorcinol and parabens and are vegan. We are passionate trend-setters who remain committed to perfection turning the very best ideas into a beautiful reality.



TECHNOLOGY

SYNERGISTIC NATURAL COMPLEX

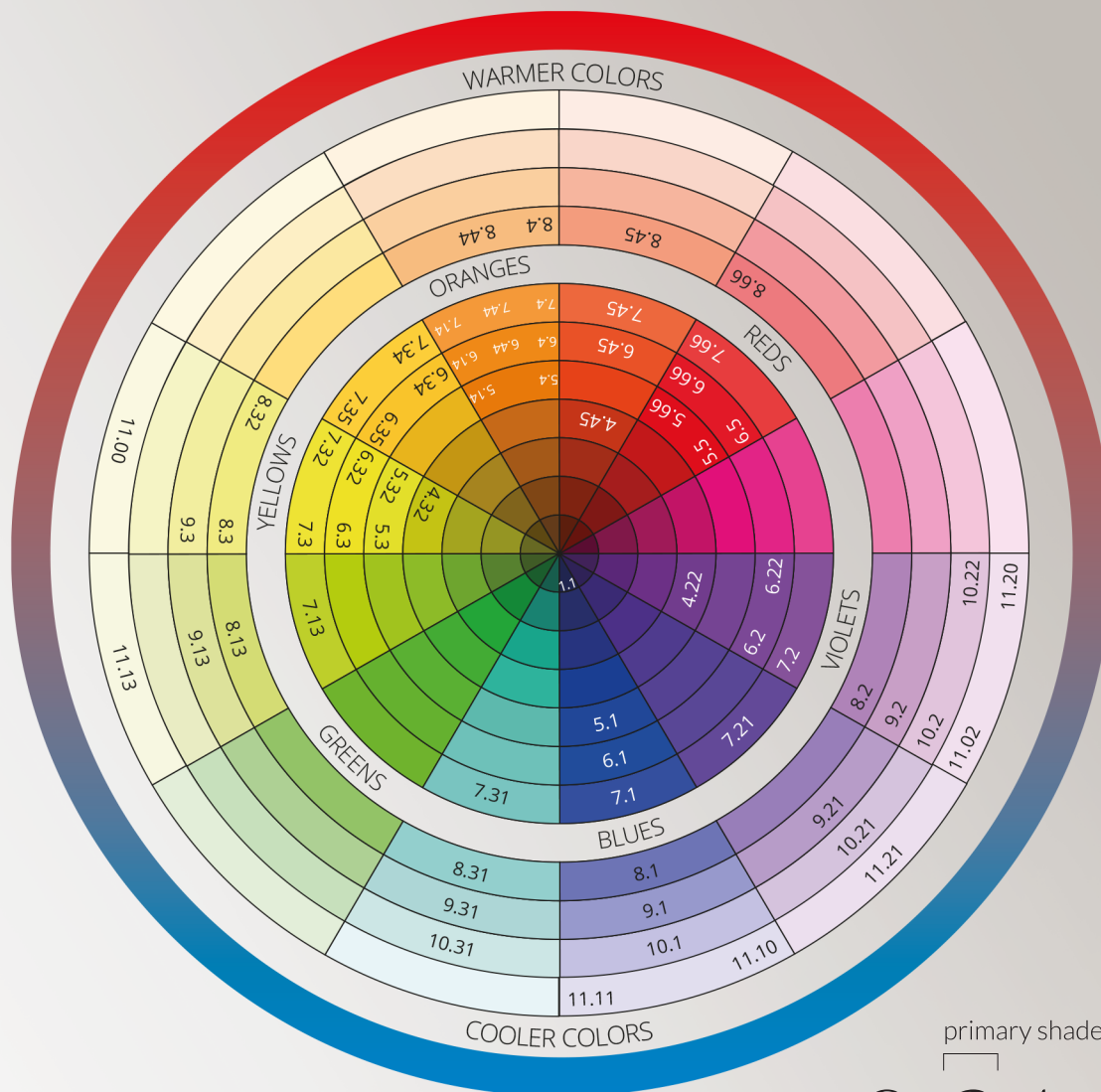
A synergistic complex of botanical ingredients rich in precious nutritive elements revitalizes the hair. Hair is left moisturized, soft, and silky with radiant color depth.

LIQUID CRYSTAL TECHNOLOGY

A special liquid crystal system entraps the dyes protecting them from premature oxidation. The liquid crystals help deliver intact pigments deep inside the cortex for vibrant, intense and long-lasting color with a perfectly balanced homogeneous result.

ENVIRONMENTALLY FRIENDLY

The highly concentrated liquid crystal system protects the pigments never letting dyes go unreacted. The perfectly balanced formula is environmentally conscious never letting excess dyes wash down the drain and into the eco system.



NUMBERING SYSTEM

HOW TO READ THE NUMBERS

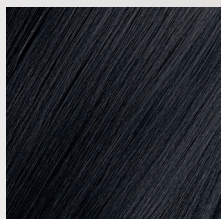
Every shade has a number (a code). The number before the dot shows the color level and the number after the dot shows the shade/tone of the color. It's possible to have two numbers after the dot: the first one is the primary shade (70%) and the second one is secondary shade (30%) which is softer and less intense.

primary shade
6.34
 level tone secondary shade

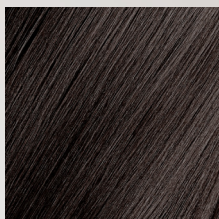
COLOR LEVEL	NEUTRAL
1 Black	0 Neutral
3 Dark Brown	1 Ash (blue base)
4 Medium Brown	2 Violet (violet base)
5 Light Brown	3 Golden (yellow base)
6 Dark Blonde	4 Cooper (orange base)
7 Medium Blonde	5 Mahogany (red-violet base)
8 Light Blonde	6 Red (red base)
9 Pale Blonde	7 Matte (green base)
10 Ultra Light Blonde	
11 Super Ultra Light Blonde	

PROCESSING TIME	ACTIVATOR	MIXING	LIGHTENING
1-20 minutes	Magic Gloss 5 vol	1:2	gloss/pastel tones
1-15 min.	3,3 vol	1:1,5 - 1:2	tone/pastel tones
30-35 min.	10 vol	1: 1,5	1 tone
30-35 min.	20 vol	1: 1,5	1-2 tones
35- 40 min.	30 vol	1: 1,5	2-3 tones
50- 55 min.	40 vol	1: 2	3-4 tones

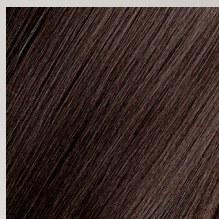
NATURALS



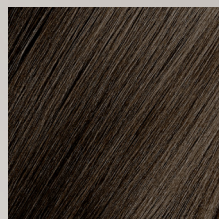
1
Gold Professional
Black



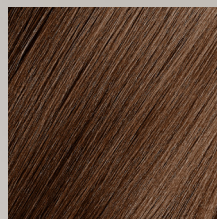
3
Gold Professional
Dark Brown



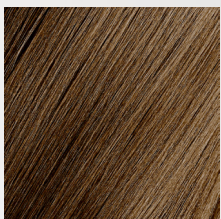
4
Gold Professional
Medium Brown



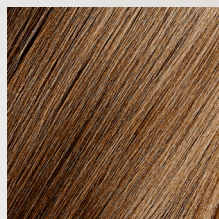
5
Gold Professional
Light Brown



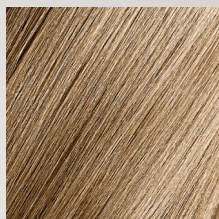
6
Gold Professional
Dark Blonde



7
Gold Professional
Medium Blonde



8
Gold Professional
Light Blonde

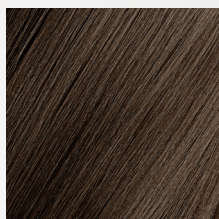


9
Gold Professional
Very Light Blonde

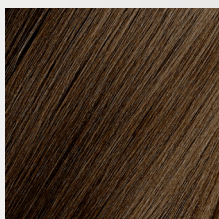


10
Gold Professional
Ultra Light Blonde

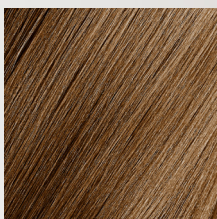
NATURALS 00



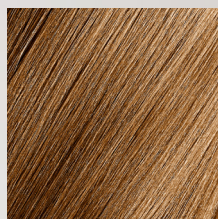
5.00
Gold Professional
Light Brown



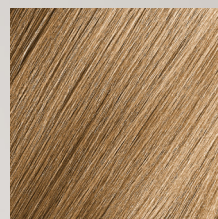
6.00
Gold Professional
Dark Brown



7.00
Gold Professional
Medium Brown

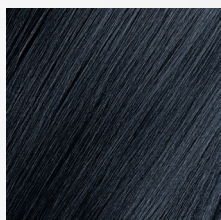


8.00
Gold Professional
Light Brown

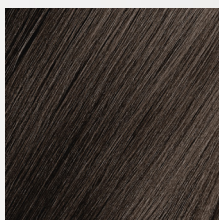


9.00
Gold Professional
Dark Blonde

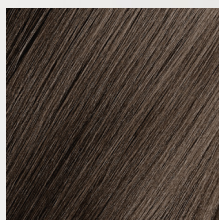
ASHES



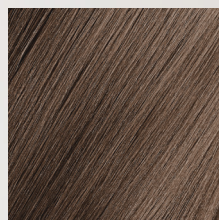
1.1
Gold Professional
Black Blue



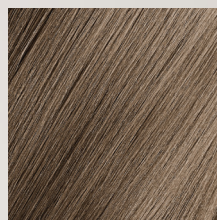
5.1
Gold Professional
Light Ash Brown



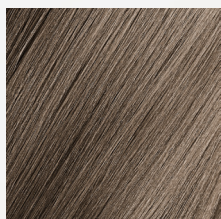
6.1
Gold Professional
Dark Ash Blonde



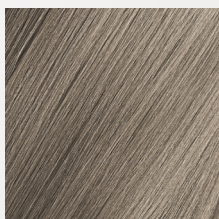
7.1
Gold Professional
Medium Ash Blonde



8.1
Gold Professional
Light Ash Blonde

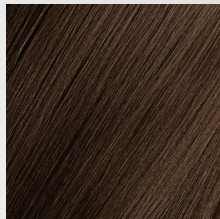


9.1
Gold Professional
Very Light Ash
Blonde

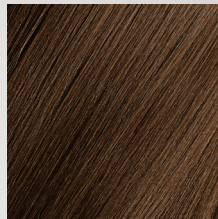


10.1
Gold Professional
Ultra Light Ash
Blonde

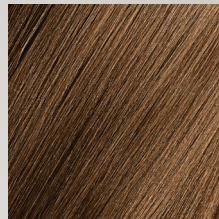
GOLDENS



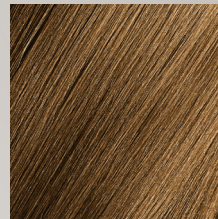
5.3
Gold Professional
Light Golden Brown



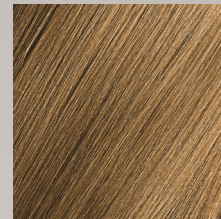
6.3
Gold Professional
Dark Golden Blonde



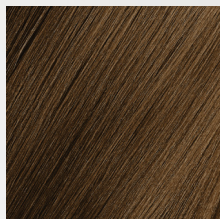
7.3
Gold Professional
Medium Golden
Blonde



8.3
Gold Professional
Light Golden Blonde



9.3
Gold Professional
Very Light Golden
Blonde



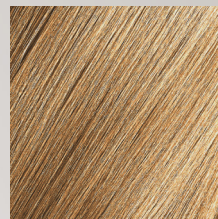
7.31
Gold Professional
Medium Golden Ash
Blonde



8.31
Gold Professional
Light Golden Ash
Blonde

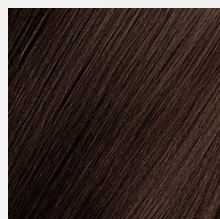


9.31
Gold Professional
Very Light Golden
Ash Blonde

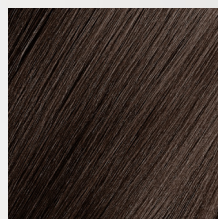


10.31
Gold Professional
Ultra Light Golden
Ash Blonde

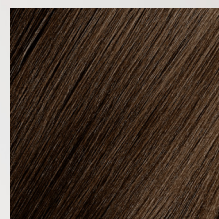
COOL BROWNS



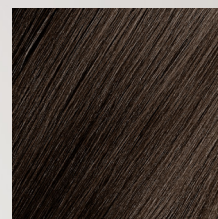
5.14
Gold Professional
Chestnut



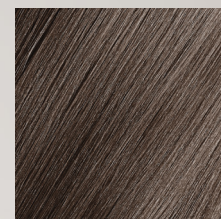
6.14
Gold Professional
Hazelnut



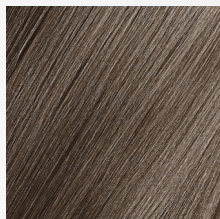
7.14
Gold Professional
Tabacco



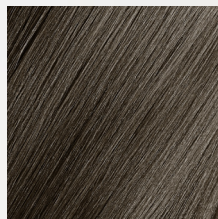
7.13
Gold Professional
Medium Beige
Blonde



8.13
Gold Professional
Light Beige Blonde



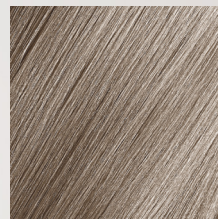
9.13
Gold Professional
Very Light Beige
Blonde



7.21
Gold Professional
Medium Sand
Blonde

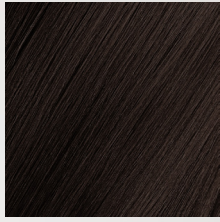


9.21
Gold Professional
Very Light Sand
Blonde

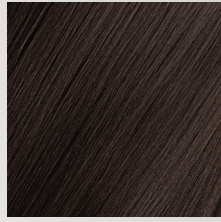


10.21
Gold Professional
Ultra Light Sand
Blonde

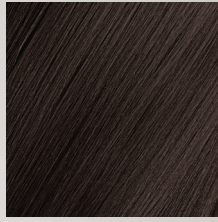
WARM BROWNS



4.32
Gold Professional
Medium Golden
Violet Brown



5.32
Gold Professional
Light Golden Violet
Brown



6.32
Gold Professional
Dark Golden Violet
Blonde



7.32
Gold Professional
Medium Golden
Violet Blonde



8.32
Gold Professional
Light Golden Violet
Blonde



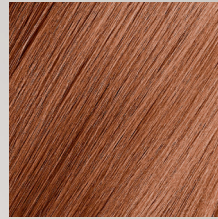
6.35
Gold Professional
Dark Chocolate
Blonde



7.35
Gold Professional
Medium Chocolate
Blonde

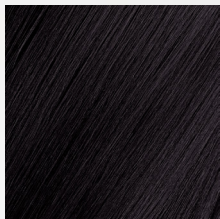


6.34
Gold Professional
Dark Golden
Copper Blonde

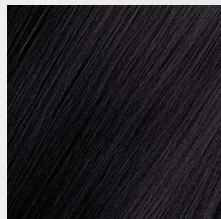


7.34
Gold Professional
Medium Golden
Copper Blonde

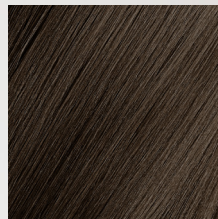
REDS/VIOLETS



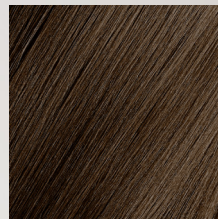
4.22
Gold Professional
Medium Intense
Violet Brown



6.22
Gold Professional
Dark Intense Violet
Blond



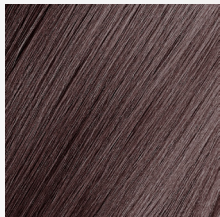
6.2
Gold Professional
Dark Pearl Blonde



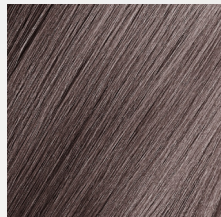
7.2
Gold Professional
Medium Pearl
Blonde



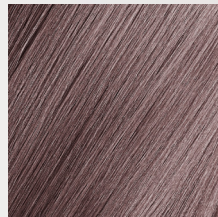
8.2
Gold Professional
Light Pearl Blonde



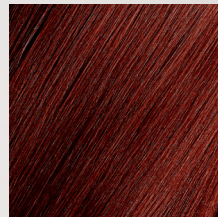
9.2
Gold Professional
Very Light Pearl
Blonde



10.2
Gold Professional
Ultra Light Pearl
Blonde



10.22
Gold Professional
Very Light Violet
Pearl Blonde



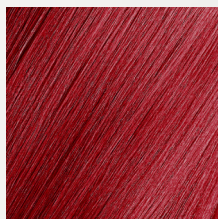
5.66
Gold Professional
Intense Red Light
Brown



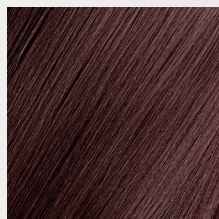
6.66
Gold Professional
Intense Red Dark
Blonde



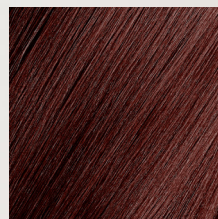
7.66
Gold Professional
Intense Red Medium
Blonde



8.66
Gold Professional
Intense Red Light
Blonde



5.5
Gold Professional
Light Red Brown

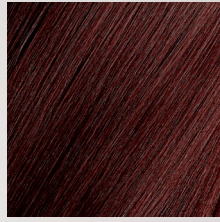


6.5
Gold Professional
Dark Red Blonde

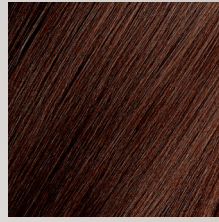
COOPERS



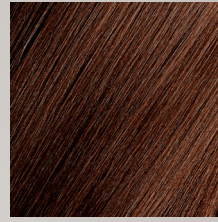
4.45
Gold Professional
Medium Copper Red
Brown



6.45
Gold Professional
Dark Copper Red
Brown



7.45
Gold Professional
Medium Copper Red
Blonde



5.4
Gold Professional
Light Cooper Brown



6.4
Gold Professional
Dark Cooper Blonde



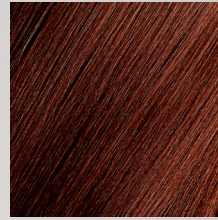
7.4
Gold Professional
Medium Cooper
Blonde



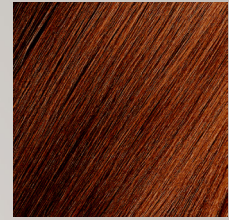
8.4
Gold Professional
Light Cooper Blonde



6.44
Gold Professional
Dark Intense Copper
Blonde



7.44
Gold Professional
Medium Intense
Copper Blonde

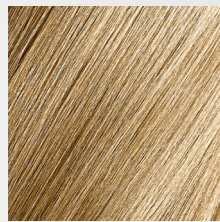


8.44
Gold Professional
Light Intense Copper
Blonde

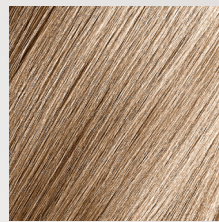
SUPER HIGH LIFT/TONERS



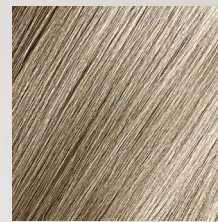
000sss
Gold Professional
White



11.00
Gold Professional
Platinum Natural
Blonde



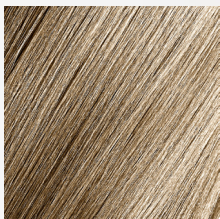
11.02
Gold Professional
Platinum Pearl
Blonde



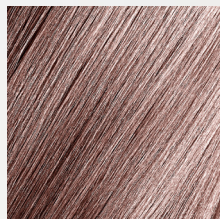
11.10
Gold Professional
Platinum Ash Blonde



11.11
Gold Professional
Platinum Intense Ash
Blonde



11.13
Gold Professional
Platinum Beige
Blonde

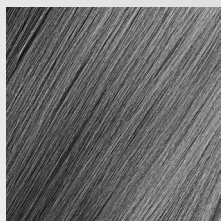


11.20
Gold Professional
Platinum Violet Pearl
Blonde

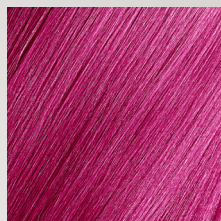


11.21
Gold Professional
Platinum Sand
Blonde

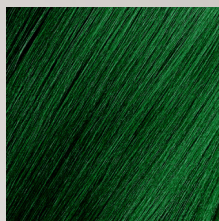
BOOSTERS



0.11
Gold Professional
Ash



0.02
Gold Professional
Pink



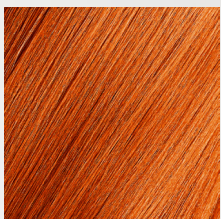
0.78
Gold Professional
Green



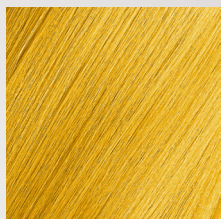
0.77
Gold Professional
Blue



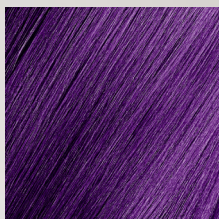
0.66
Gold Professional
Red



0.44
Gold Professional
Orange



0.33
Gold Professional
Yellow



0.22
Gold Professional
Violet



DISCOVER
OUR WORLD



5 710990 149959