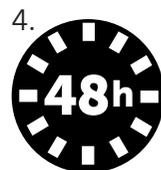
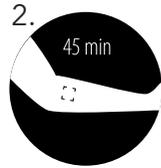
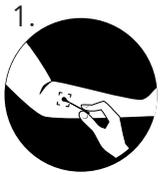


BEST PRACTICE PRE-SERVICE



ALLERGY ALERT TEST (AAT)

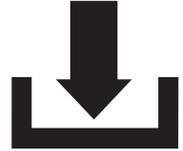
To be completed 48 hours prior to a colour service.
Download the AAT document for in-depth information.

1. Perform the Allergy Alert Test on an area of skin approximately 2cm x 2cm on the inside of the elbow.
2. Apply a small amount of the Colour in a thin layer on the inside of the elbow with a cotton bud and leave uncovered for 45 minutes.
3. Avoid contact with clothes, and close tube again carefully.
4. After 45 minutes, wash off the Colour Creme carefully with lukewarm water.
5. If any reaction occurs during the processing time or during the following 48 hours, rinse immediately and do not use the product.
6. This test represents an important precaution. However, be aware that even if an Allergy Alert Test has been carried out the client may still experience an allergic reaction.
7. The Allergy Alert Test is not a guarantee of avoiding future allergic reactions.

BEFORE ANY CHEMICAL SERVICE

1. Follow packaging instructions carefully
2. Wear suitable protective gloves
3. Wear protective apron and cape for client
4. Always use LH digital scales for accuracy
5. Perform necessary AAT

**DOWNLOAD
AAT DOC.**



CLIENT CONSULTATION

3 STEP CONSULTATION

Step guide for colour selection, application and timing of your Couture Silk™ colour.

1. WHAT DOES MY GUEST HAVE

- Natural depth (regrowth)
- Existing depth (mids & ends)
- Identify natural depth and tone
- % of grey hair
- Quality of hair

2. WHAT DOES MY GUEST WANT

- Stay the same depth
- Go lighter or darker
- Tone/Reflect (Natural, Cooler or Warmer)
- Cover grey or blend

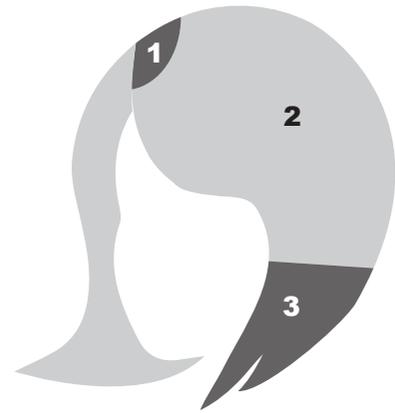
3. WHAT DO I USE

- Product
- Developer
- Technique
- Timing

STRAND TEST

1. To be completed prior to chemical service
2. Take a small section of hair from the back of the head
3. Mix and apply chosen colour/lightener + LH Developer
4. Process as per product instructions
5. Rinse, pat dry and review the hair

APPLICATION ZONES

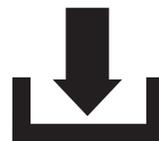


Zone 1 = Regrowth/Roots
Generally the first 1 - 2 cm of hair

Zone 2 = Mid-Lengths
Begins where Zone 1 ends

Zone 3 = Ends
Begins where Zone 2 ends

**DOWNLOAD
CONSULTATION
GUIDE**



PERMANENT COLOUR CHARACTERISTICS

Vegan permanent hair colouring system designed to Simultaneously Lift & Deposit (SLD) whilst preserving hair with Vegan Bond Complex (VBC) achieving stronger healthier and balanced hair.



COUTURE SILK PERMANENT
100ml/33oz

- 100+ intermixable colours
- Up to 100% grey coverage
- 15-30mins processing
- Low ammonia & balanced pH
- High quality Italian colour pigments
- 1:1.5 Ratio



COUTURE SILK ROUGE
100ml/33oz

- 5 vibrant fashion colours
- Low ammonia
- High quality refined pigments
- Use with 3%, 6%, 9% or 12%
- 1:1 Ratio



COUTURE SILK HIGH LIFT
100ml/33oz

- 5 high lift 12 Series colours
- 12.S Super Boost
- 1:2 ratio



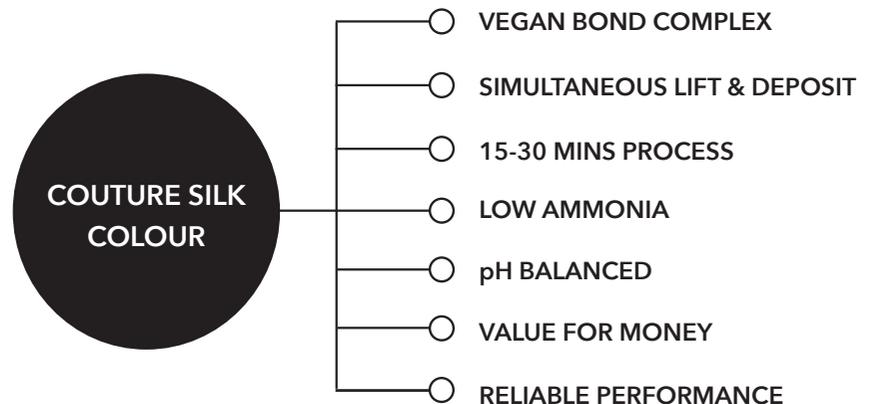
COUTURE SILK ILLUMINATES
100ml/33oz

- 5 colour enhancing additives
- High quality refined pigments
- Creatively customise your palette
- Add up to 25% to Couture Silk colour



COUTURE SILK TONER 100ml/33oz

- 6 popular permanent toners
- Low ammonia
- High quality refined pigments
- Use with 1.5% or 3% LH Developer
- 1:2 Ratio



THE SCIENCE & KEY INGREDIENTS

THERE ARE 2 KEY ELEMENTS TO ACHIEVING STRONG, HEALTHY AND BALANCED HAIR.

1. **VEGAN BOND COMPLEX**
2. **SIMULTANEOUS LIFT & DEPOSIT (SLD) TECHNOLOGY**

VEGAN BOND COMPLEX

SUPERFOOD ACTIVE INGREDIENT

Strengthen, Nourish, Protect, Balance, Hydrate

A collective blend of natural vegan superfoods protecting and conditioning the hair.

Hemp Seed oil · A superfood hair supplement high in Omega-3 and Omega-6 prevents breakage, intensely nourishes and protects against damaging UV that causes colour to fade

Quinoa oil · Rich in protein and Vitamin E this superfood forms a defensive barrier shielding the hair from environmental pollution and heat whilst locking in moisture

Erythorbic Acid · Antioxidant similar to Vitamin C composite to protect hair and preserve colour

FillerPLEX(EBR) · Active vegetable proteins to help repair, bond and strengthen the hair



VBC enters hair shaft

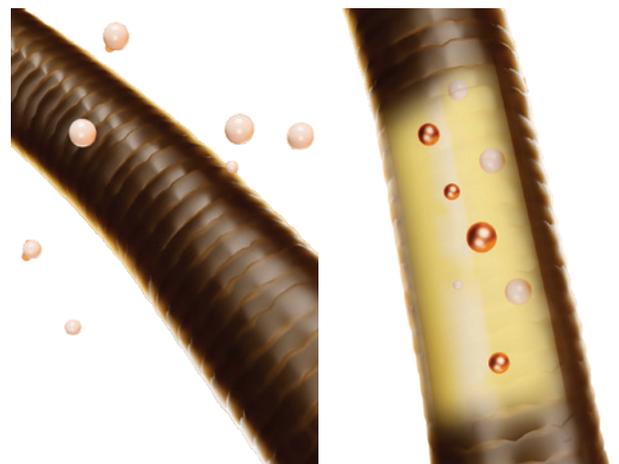


SIMULTANEOUS LIFT DEPOSIT

RAPID PROCESSING, MICRO COLOUR MOLECULES

SLD, the cornerstone technology, delivering simultaneous lift and deposit in combination with micro-pigment colour molecules that penetrate the cortex faster than traditional colour and thus able to develop more rapidly.

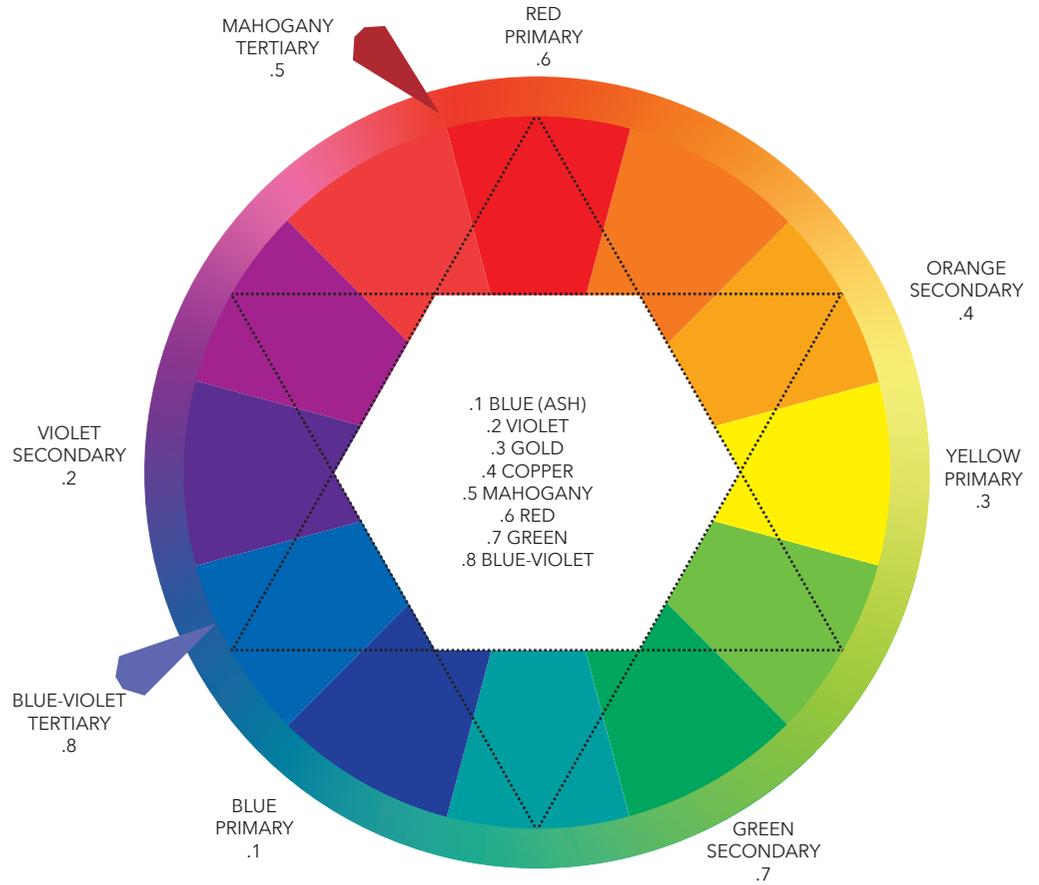
SLD allows colour to process at a reduced rate of only 30 minutes without heat or 15 minutes under gentle heat.



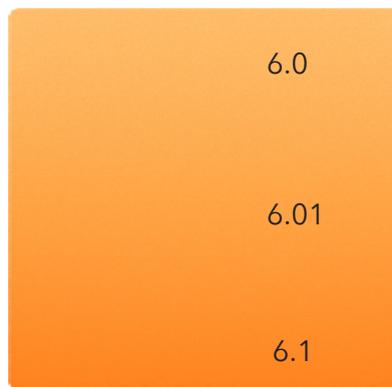
Micro colour pigment molecules penetrating hair shaft

COLOUR STAR & UNDERLYING PIGMENT GUIDE

ULTRA LIGHT BLONDE	PALEST YELLOW	10
VERY LIGHT BLONDE	PALE YELLOW	9
LIGHT BLONDE	YELLOW	8
MEDIUM BLONDE	ORANGE YELLOW	7
DARK BLONDE	ORANGE	6
LIGHT BROWN	ORANGE RED	5
MEDIUM BROWN	RED ORANGE	4
DARK BROWN	RED	3
VERY DARK BROWN	RED	2
BLACK	RED	1



EXAMPLE OF TONE & DEPTH ON LEVEL 6



NUMBERING SYSTEM



Depth

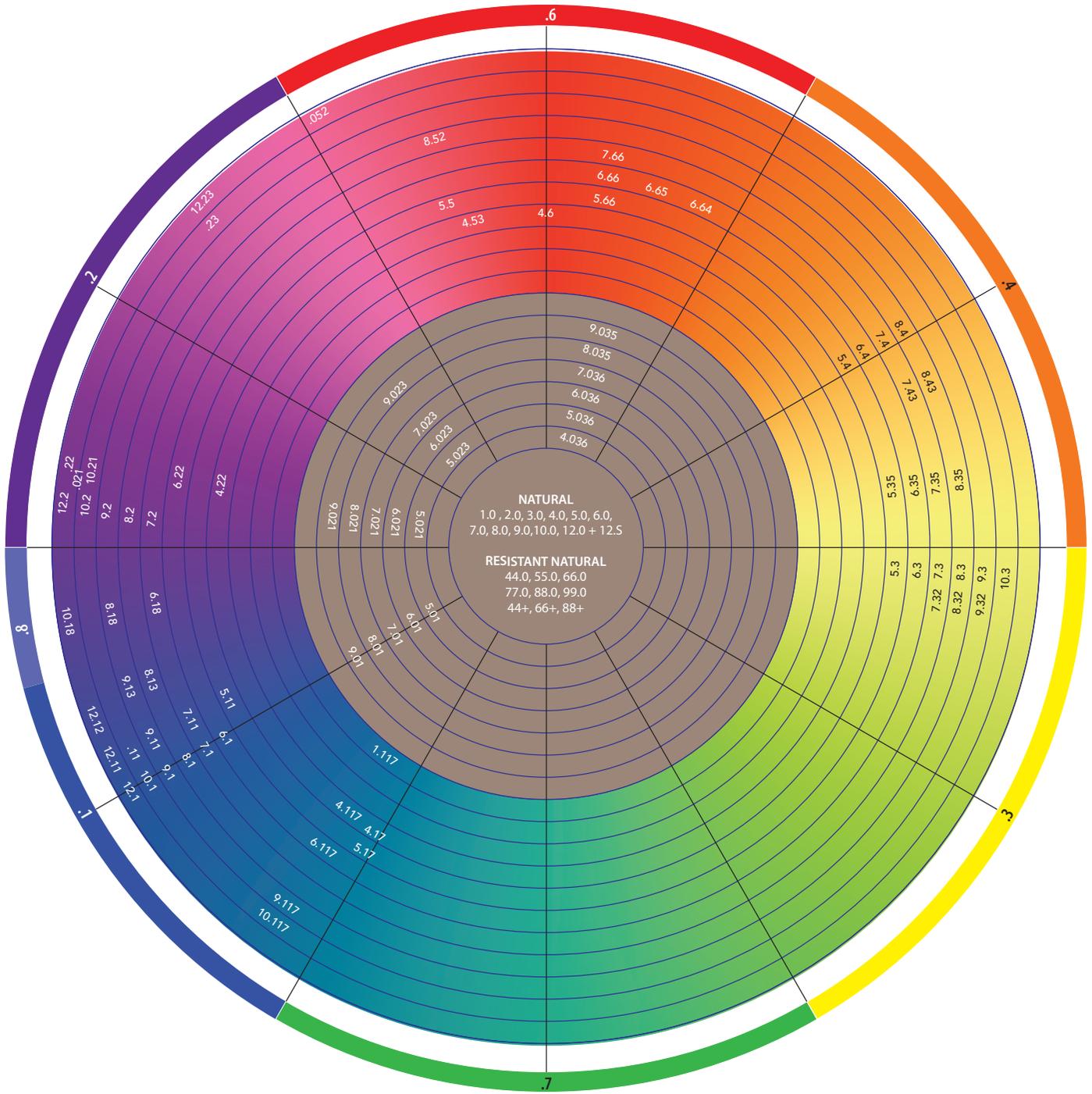
Primary Reflect/Tone

Secondary Reflect/Tone

Tertiary Reflect/Tone

COLOUR WHEEL

Colours that are opposite of one another neutralise warm or cool tones.



.0/N	.1/A	.2/V	.3/G	.4/C	.5/M	.6/R	.7/Gr	.8/BV
Natural	Ash	Violet	Gold	Copper	Mahogany	Red	Green	Blue-Violet



LIQUID JEWELZ



DEMI PERMANENT GLOSS



FLAWLESS FUSION OF NATURAL SUPERFOODS TO COLOUR & TONE WITH SUPERIORITY

32 vegan, ammonia free, gloss demi-permanent colours and Liquid Gloss toning collection

Liquid Jewlz contains the hallmark Vegan Bond Complex, a collective blend of vegan natural superfoods protecting and conditioning hair.

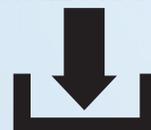
Give clients the full impact of a gentle, naturally shiny, softer, vegan hair colour in just 20 minutes or less.

TOP 10 REASONS WHY

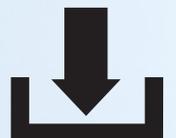
1. No lift or base break
 2. Effectively adjust warmth or coolness
 3. Create soft translucent coverage
 4. No demarcation (gradual fade)
 5. Gentle conditioning formulation
 6. Blended grey coverage (up to 70%)
 7. Maintain colour for up to 6 weeks
 8. Intermixable shades
 9. Personalise colour results
- Contains Vegan Bond Complex
 - 31 Colours and 1 Gloss
 - No ammonia & pH 10-10.5
 - No lift or base break
 - No demarcation
 - Blends grey up to 70%
 - Intermixable collection
 - 1:2 or 1:1 ratio + 1.5% Jewlz Developer
 - 250ml/8oz Liquid Gloss



DOWNLOAD
IN SALON
WALL CHART



DOWNLOAD
CHART



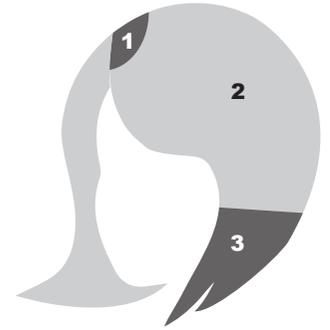
GENERAL MIX (1:2)

1 part Liquid Jewlz Colour
+
2 parts 1.5% / 5vol
Jewlz Developer



APPLICATION ZONES

Zone 1 = Regrowth
Zone 2 = Mid lengths
Zone 3 = Ends



TONING METHOD & PRE-TONE

General toning application to enhance, match, tone or add dimension or pre-tone highlighted hair.

1. Shampoo hair and towel dry
2. Mix 1 part Liquid Jewlz + 2 parts 1.5% Jewlz Developer
3. Apply to Zones 1, 2 & 3
4. Process maximum 20 minutes (visual)
5. Rinse hair and condition

COLOUR REFRESH

Refresh faded colour at mids and ends whilst colouring roots with Couture Silk Permanent colour.

1. Apply to Zone 1 Couture Silk Permanent colour
2. Process 10 minutes
3. Spray Zones 2 & 3 with 6 in 1 Treatment
4. Apply chosen Liquid Jewlz or Liquid Gloss
5. Process maximum 30 minutes (visual)
6. Rinse hair and condition all Zones

COLOUR BALANCE & FILL POROUS HAIR

Fill and/or gentle colour deposit correction to rebalance uneven, brassy or overtone colour.

1. Follow Toning Method steps 1 - 3
2. 5 - 10 mins prior to rinsing colour
3. Massage into hair and colour
4. Rinse hair and condition

BLENDED GREY COVERAGE

MIX 1:1 1 part Liquid Jewlz + 1 part 1.5% / 5vol Jewlz Developer. Up to 70% blended grey coverage without lifting the hair's natural pigments.

1. Follow Toning Method Steps 1 - 2
2. Apply colour to Zones 1, 2 & 3
3. Process maximum 30 minutes (visual)
4. Rinse hair and condition



LIQUID GLOSS

- Deposit shine
- Zero pigment
- Mix with demi & permanent colours
- Dilute level/colour intensity (see table)
- Refresh mids and ends
- Help fill porous hair



COLOUR : GLOSS

RESULT

3 : 1 (25%)

1 level lighter

2 : 2 (50%)

2 levels lighter

1 : 3 (75%)

Pastel toning



- First time colouring hair (virgin hair) - Use Toning Method - Process up to 30 mins (visual)
- Increase depth - Use mixing ratio 1:1.5
- Mixing with Permanent colour not ideal
- Do not use heat for any Liquid Jewlz service

SPECIALTY COLOURS



.011 / .NNAT LIQUID CHROME

- Create soft silver tones
- Neutralise or enhance tone - add 10% Liquid Chrome



.018T / .NABVT SODALITE

- To be used with a level darker than 10 and can
- Mix with 8.18 to create a lighter version without losing the .18 tone



8.18 / 8ABV STAR DUST

- Designed to neutralise unwanted copper tones on different levels



COUTURE SILK™ PERMANENT MIXING & PROCESSING 1 - 10 SERIES

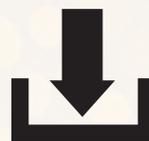
RATIO	DEVELOPER	PROCESS
1 : 1.5		30 mins - no heat
1 part colour + 1½ parts Developer	3%, 6%, 9% or 12%	or 15 - 20 mins with gentle heat

NOTES:

- 1 - 10 Series - Porous/damaged hair, process for up to 20 mins or 10 mins with gentle heat
- Artificial colour will not lighten artificial colour (except for Rouge)
- Use LH digital scales for accuracy



**DOWNLOAD
COLOUR CHART**



DEVELOPER SELECTION

DEVELOPER	LEVELS OF LIFT	USAGE
1.5% / 5vol	Deposit & Tone on Tone	Toning (max deposit) Colour Balancing (porous hair)
3% / 10vol	Deposit & Tone on Tone	Optimum Grey Coverage Toning or Darker Tones
6% / 20vol	Up to 1 - 2	Fashion Colour Resistant Grey Coverage Increased Tonal Intensity
9% / 30vol	Up to 2 - 3	Additional Lift
12% / 40vol	Up to 3 - 4	Maximum Lift

APPLICATION

VIRGIN HAIR - SAME DEPTH OR LIGHTEN 1 LEVEL

1. Apply to Zones 2 & 3 starting at the darkest area. Leave 2cm at Zone 1
2. Process for 15 mins
3. Apply fresh colour to Zone 1
4. Process for 30 mins

VIRGIN HAIR - LIGHTEN 2 OR MORE LEVELS

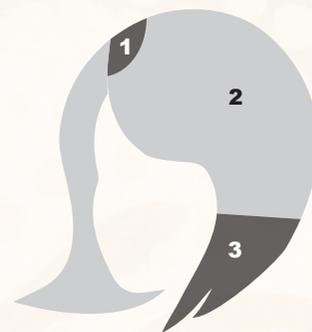
1. Apply to Zones 2 & 3 starting at the darkest area. Leave 2cm at Zone 1
2. Process for 15 mins
3. Apply fresh colour with a lower developer strength to Zone 1
4. Process for 30 mins

VIRGIN HAIR - DARKENING

1. Apply globally - Zones 1 to 3
2. Process for 30 mins

GENERAL REGROWTH

1. Apply to Zone 1
2. Process for 30 mins



GREY COVERAGE

Couture Silk™ Permanent 1-10 series formulated to cover up to 70% white hair.

% of GREY HAIR	COLOUR SELECTION
0% - 70%	Select + apply target colour
70% - 100%	3 parts target colour + 1 part (.0) Natural, (0.1) Natural Ash, (44.0 - 99.0) Extra Natural or PLUS+ Series



Always use 3% / 10vol LH Developer unless hair is coarse or resistant.

COVER COARSE OR RESISTANT HAIR

1. Mix 1:1 + 3% or 6% LH Developer
2. Process up to 40 mins (no heat)
3. Pre-pigment/Pre-soften (1 part colour (1 level lighter) + 1 part water)



GREY COVERAGE .0/N NATURALS 100% BLENDED COVERAGE

EXTRA NATURALS 44.0/44N - 99.0/99N 100% COVERAGE WITH EXTRA PIGMENT

PLUS+ SERIES 44+/44N+ - 88+/88N+ 100% COVERAGE WITH NEUTRALISING PIGMENT

				<p>PLUS+ Series Contains green + blue undertones to counter red and warmth.</p>	
		<p>If warm undertones are present. Neutralise with a ¼ .1, .11, .021 or .18 series OR use the PLUS+ series.</p>			

NATURAL ASH

5.01/5NA - 9.01/9NA

100% BLENDED COVERAGE

or enhance coolness



ASH BLUE-VIOLET

6.18/6ABV - 10.18/10ABV

100% BLOCK COVERAGE

Cool grey coverage or intense cool results when added to 25% - 75% .0 Naturals, Extra Naturals or .01 Natural Ash.

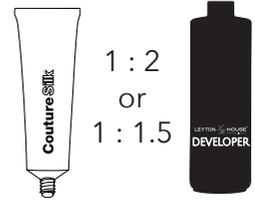


TWILIGHT SERIES (.117) ASH GREEN

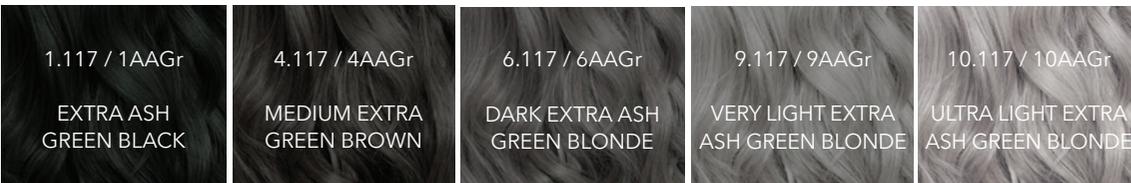
Deposit only range of double ash green reflect. Enhance silver/grey tones on white or pre-lightened hair.

1. Use on pre-lightened and toned hair (levels 9 & 10)
2. Use on natural white (grey) hair
3. Add to naturals for cool results when depositing
4. Neutralise unwanted warmth (levels 8 and below)

GENERAL MIX 1:2
1.5% LH Developer
OR MIX 1:1.5
3% LH Developer



1 : 2
or
1 : 1.5



 If Twilights are applied to golden tones, hair may appear green/ash tones. To prevent this occurring, neutralise unwanted warmth. Colouring a high percentage of grey with a cool reflect colour, (.1, .2, .11, .21, .18 or .221), add 25% - 50% .0 Natural or Extra Natural to avoid over toning and guarantee coverage.

COUNTERACTING UNDERLYING PIGMENT

Level	Underlying Pigment	Counter	Suggested
10	Palest Yellow	Violet	Add .2 or .22
9	Pale Yellow		
8	Yellow		
7	Orange Yellow	Blue/Violet	Add .021 or .18
6	Orange	Blue	Add .01, .1 .11
5	Orange Red	Blue/Green	Add .17 Series
4	Red Orange	Green/Blue	Add .17 Series
3	Red	Green	Add .17 Series
2	Red		Add .17 Series
1	Red		Add .17 Series

COUTURE SILK™ HIGH LIFT (12 SERIES)

NATURAL DEPTH 7 TO 9

RATIO 1:2	20g/0.7oz High Lift + 40g/1.4oz + 3% up to 9% LH Developer
PROCESS	35 - 55 minutes no heat 20 - 30 mins with gentle heat

NOTE: Levels 7 and above DOES NOT contain copper underlying-pigments.
Can be lifted globally to create smooth blended blonde

NATURAL DEPTH 4 TO 6

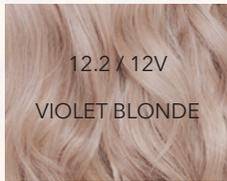
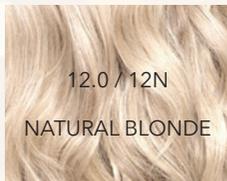
RATIO 1:2	20g/0.7oz High Lift + 40g/2.1oz + 6% up to 12% (depending on desire lift)
PROCESS	35 - 55 minutes no heat 20 - 30 mins with gentle heat

NOTE: Levels 4 - 6 DOES contain copper underlying-pigments which can't be 100% neutralised with High Lift.
Results - Soft caramel, golden blonde tones.
Perfect for warm highlighted dimensions.



Couture Silk™ High Lift 12 series with built-in tone.
Capable of lifting up to 4 levels.
Blonding designed to lighten and neutralise, with
3 times more toning capability
than a level 10 colour.





BLEND GREY WITH HIGH LIFT

High Lift 12 Series will give BLENDED grey coverage

% OF GREY	MIX
Up to 50%	Use desired High Lift
50 - 70%	¼ 12.0 + ¾ desired High Lift
70 - 100%	High Lift not recommended

APPLICATION

VIRGIN HEAD

1. Apply to Zones 2 & 3, start at darkest areas
2. Process for 17 - 25 mins
3. Apply fresh colour to Zone 1
4. Process for 35 - 55 minutes

REGROWTH

1. Apply to Zone 1
2. Process for 35 - 55 minutes

NOTE: Gentle heat may be used (20 - 30 mins)

COLOUR REMOVAL

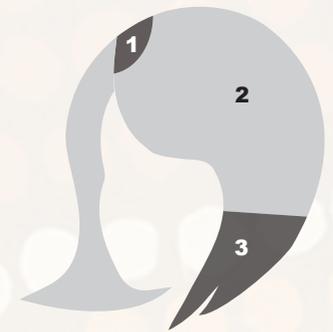
1. After processing, add a small quantity of water and emulsify colour
2. Rinse until water runs clear
3. Shampoo and condition

12.S SUPER BOOST



USE: Add 25% 12.S to boost 1 level of lift.

TIP: Mix 1 part 12.S + 2 parts Developer for refreshed sunkissed blonde/balayage



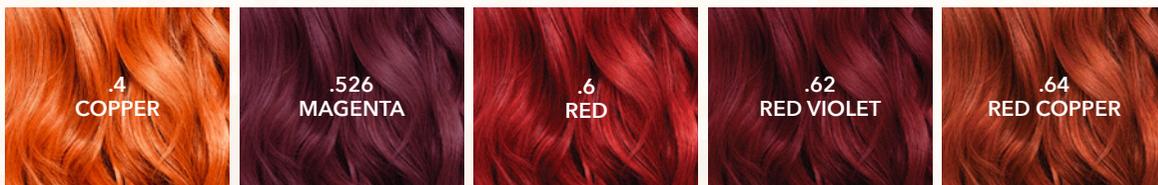
1. Ensure sufficient product is applied in fine sections
2. Lift and deposit achieved will depend on the hairs' texture and porosity
3. Mix 1:2 for maximum toning plus lift
4. Illuminates may be added into mix by 10% for increased tonal value

COUTURE SILK™ ROUGE

5 Radiant, vibrant colour system.

Lifts up to 4 levels on natural or coloured hair for vibrant long lasting reds, coppers & magenta.

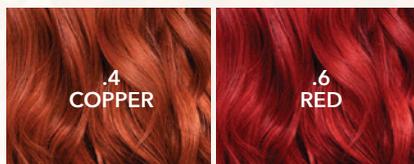
- Use on natural depths 6 and below (except Magenta use on level 6 and above)
- Use alone or blend with permanent colours
- Create fresh intense vibrant fashion colour



RATIO + PROCESS	DEVELOPER	LEVELS OF LIFT
1:1 - 1 part Rouge + 1 part Developer Process 30 - 35 mins NO Heat 15 mins GENTLE Heat	3%	½ - 1 Level
	6%	1 - 2 Levels
	9%	3 Levels
	12%	4 Levels

INTENSIFY WITH .4 & .6

Add UP TO 25% to your desired Couture Silk™ Permanent colour



COLOUR REFRESH

OPTION 1

Mix chosen red/copper permanent colour
E.g Couture Silk 6.66 or 7.66 + 1.5% (1:2)

OPTION 2

At the basin mix equal parts Rouge + Water
Apply to Mids and Ends
Process 5 - 10 mins



1. Best underlying pigment for vibrant red = depth 5 (red/orange)
2. .526 Magenta - Best used on depths 6 and above
3. Rouge can be used on coloured hair
4. The amount of vibrancy depends on the amount of existing colour build-up

NOTE:

- Using 12% developer can result in a lighter, less reflective colour
- Couture Silk Rouge may cause scalp and skin staining
- Always conduct an AAT prior to application



COUTURE SILK™ PERMANENT TONERS

Intermixable toner to neutralise warmth or give cooler brighter blondes. Applied to pre-lightened hair (minimum Levels 9 or 10)

1. Apply to clean towel-dried hair
2. Visual process up to 20 mins
3. Rinse & Condition

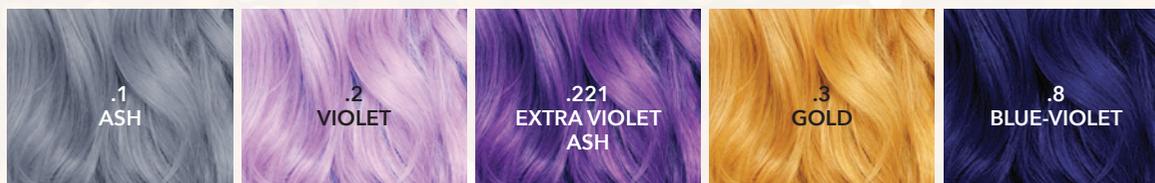


GENERAL MIX 1:2
1.5% LH Developer



COUTURE SILK™ ILLUMINATE

5 concentrated pure pigment to aid in creating an endless colour palette. Increase vibrancy or neutralise warmth.

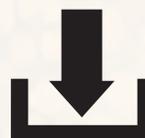


MIXING CAPABILITIES

TARGET	COUTURE SILK BASE	+	ILLUMINATE SHADE	RATIO
8.003	95% 8.0	+	5% .3 Gold Illuminate	1:1½
8.03	90% 8.0	+	10% .3 Gold Illuminate	1:1½
8.3	85% 8.0	+	15% .3 Gold Illuminate	1:1½
8.33	80% 8.0	+	20% .3 Gold Illuminate	1:1½
8.333	75% 8.0	+	25% .3 Illuminate	1:1½

NOTE: If using more than 25% Illuminate, this will have an effect on grey coverage

DOWNLOAD
HELP GUIDE



BLONDA POWDER LIGHTENING

Powder Lightening with Advanced Bond Protection. Contains Kaolin Clay, Pectins, Erythorbic Acid (Blonda 7) & Ulva Lactuca Extract (Blonda9). Easy dispensing spout & Use All LH & Alpine Developers



Kaolin Clay



Pectins



Erythorbic Acid



Ulva Lactuca
(Sea Lettuce)



BLONDA 7

- Up to 7 levels of lift
- Gentle controlled lifting
- Dust free high performance
- Violet pigment powder
- Excellent general use lightening



BLONDA 9

- Super Fast lifting up to 9 levels
- Dust free high performance
- Blue neutralising powder
- Ideal for coarse & lifting darker depths

MIX	DEVELOPER	PROCESS	APPLICATION
1 : 2 1 part Blonda + 2 parts Developer	3%, 6%, 9% & 12% OR 4.5% & 7.5% Alpine Developer	10 - 50 mins (max & check regularly)	Apply to dry hair only

*12% LH Developer is recommended on Levels 1 - 3 only

DO NOT MIX 1:1

ON SCALP APPLICATION IS NOT RECOMMENDED

DO NOT USE HEAT



1. Higher strengths of developer increases the speed of lift not the level of lift
2. All LH Developers will lift to the same level but at differing speeds
3. Using high developer strengths should be determined by texture and resistance
4. Coarser darker hair use higher volumes due to its structure, not due to the lifting goal

1. Do not apply to pre-shampooed hair
2. Use non metallic bowl
3. Mix by FOLDING - **DO NOT WHISK**
4. Do not overlap
5. Perform a Strand Test
6. Refer to Underlying Pigment guide

BLONDING CREAM LIGHTENING

Excellent for balayage, foils & ON SCALP. Contains Jojoba & Avocado Oils.
Use with ALL LH Developers.



Jojoba Fruit



Avocado Fruit



ALPINE BLONDING

- Gentle lifting & toning
- Up to 7 levels of lift
- Built-in blue-violet for tone
- 4.5% & 7.5% Alpine Developers with blue-violet pigmented



CHARCOAL BLONDING

- Create cool neutral results infused with active charcoal.
- Up to 8 levels of lift
- Built-in blue-violet for tone
- 4.5% & 7.5% Alpine Developers with blue-violet pigmented

METHOD	RATIO	DEVELOPER	PROCESS
On Scalp	1:2	3% or 4.5% ONLY	Visual up to 50 mins
Freehand	1:1	3%, 4.5%, 6%, 7.5% or 9%	
Foiling	1:1.5 or 1:2	3%, 4.5%, 6%, 7.5% or 9%	



When desired level of lift is achieved follow steps below

1. Rinse thoroughly lightly with luke warm water
2. Gently shampoo and condition
3. Tone IF required with Liquid Jewlz + 1.5% Developer



1. Ratios vary depending (1:1 up to 1:2) depending on Texture, Porosity & Existing Damage
2. Fine or damaged hair: Mix 1:2 ratio (gentle and steady lift)
3. On scalp lightening use 3% or 4.5% Alpine Developer

- Jojoba Oil - Strengthens, and protects hair prone to breakage while locking in moisture
- Avocado Oil - Antioxidant promoting stronger healthier hair and protects against environmental damage

COLOUR BALANCING

INCREASE SHINE

Spray 6 in 1 Leave in Treatment from Zones 2 to 3

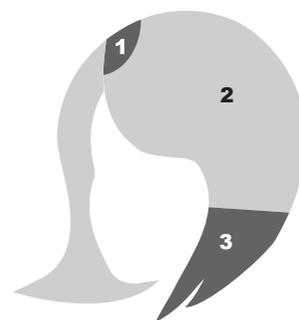
1. Apply Liquid Jewlz Liquid Gloss (Clear) + 1.5% Developer (1:2)
2. Process for 5-10 minutes

INCREASE REFLECT

1. Process regrowth colour for half the development time
2. Spray Rhassoul 6 in 1 to Zones 2 to 3
3. Apply target colour + 1.5% LH Developer (1:2)
4. Process for remainder of development time

INCREASE REFLECT AND DEPTH

1. Spray 6 in 1 Leave in Treatment from Zones 2 to 3
2. Apply corresponding Couture Silk™ colour
3. Process visually for up to 20 minutes



CORRECTION WITH .023, .035, .036 & .021 SERIES

Permanent colours containing a built-in filler

Create low-lights or colour back in **1 APPLICATION**

HAIR TYPE	DEVELOPER	VISUAL PROCESS
Natural Hair	3% LH Developer	30 mins no heat or 15 mins with gentle heat
Porous Hair	1.5% LH Developer	

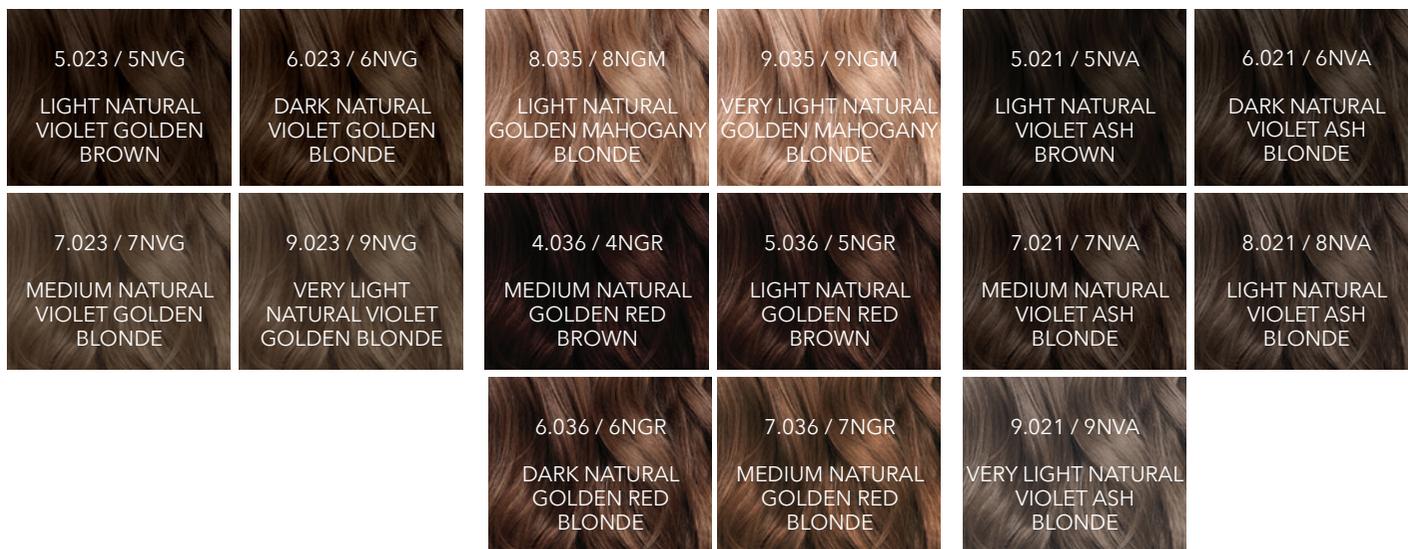


1. Porous hair may require extra warmth/filler to ensure target result is achieved
2. When re-colouring 3 levels or darker - Use target colour + 25% of 1 level darker colour to ensure correct depth result

COCOA .023 5.023 - 9.023

LIQUEUR 8.035 & 9.035 4.036 - 7.036

VELVET 5.021 - 9.021



COLOUR CORRECTION WITH BLONDA

GENTLE REMOVAL - TONE ONLY

1. Mix 1 part Blonda 7 + 1 part 3% LH Developer + 1 part water/shampoo
2. Apply to darkest areas first + visually process

MAXIMUM REMOVAL - DEPTH & TONE

1. Mix 1 part Blonda 7 + 1 part 3% LH Developer
2. Apply to darkest areas first + visually process

GOING DARKER/COLOURING BACK

When going 2 or more shades darker a FILLER is required to replace the pigment that was removed when hair was lightened.

Filler + target colours can be selected from either Couture Silk™ Permanent or Liquid Jewlz depending on the hair's texture and porosity.

FILLER METHOD - SEE TABLE BELOW

1. Spray 6 in 1 Leave in Treatment
2. Apply filler to lightened areas + blow dry into hair
3. Mix and apply target colour
4. Process for full development time



1. Fragile blonde hair will benefit with using Liquid Jewlz colour
2. Use sufficient product for even results

COUTURE SILK™ PERMANENT	TARGET DEPTH	POROUS HAIR
	10	2 pts 10.0 + 1 pt 10.3 + 1.5% (1:2)
1 pt 10.3 + 1 pt H2o	9	Equal pts 10.0 + 10.3 + 1.5% (1:2)
1 pt 9.3 + 1 pt H2o	8	2 pts 10.3 + 1 pt 10.2 + 1.5% (1:2)
1 pt 8.3 + 1 pt H2o	7	3 pts 9.3 + 1 pt 8.43 + 1.5% (1:2)
1 pt 7.43 + 1 pt H2o	6	1 pt 8.43 + 1 pt 8.3 + 1.5% (1:2)
1 pt 6.4 + 1 pt H2o	5	1 pt 7.4 + 1.5% (1:2)
1 pt 5.4 + 1 pt H2o	4	6.4 + 1.5% (1:2)
1 pt 4.6 + 1 pt H2o	3	
1 pt 4.6 + 1 pt H2o	2	Equal pts 5.4 + 5.5 + 1.5% (1:2)
1 pt 4.6 + 1 pt H2o	1	

· pt = part · H2o = water · 1.5% = LH developer

KERACALM SMOOTHING MANAGEMENT SYSTEM 2 in 1

A gentle, high performance base solution to successfully and safely de-frizz and smooth hair. Activated with heat, KeraCALM redefines the hair's keratin matrix without breaking bonds, leaving hair incredibly smooth and sleek.

SMOOTHING MANAGEMENT DIRECTIONS FOR USE

(Lasts up to 3 months dependant on lifestyle)

1. Wash hair twice (x2) with Revitalise Shampoo
2. Rinse well and towel dry (damp hair)
3. Section hair into a quadrant (4 sections)
4. Wear protective gloves and shake KeraCALM bottle well
5. Pour 25ml/.85oz (medium length hair) into a colouring bowl
6. Use a colouring brush to apply - Start at the nape
7. Comb each section to ensure even distribution
8. Process according to hair type (Table 1)
9. Blow dry completely dry hair using a paddle brush
10. Starting at the nape use ceramic irons and pass over each section according to hair density (Table 2)
11. Rinse hair well for minimum 5 mins with water and towel dry
12. Apply generous amount of Hair Mask/Treatment and comb through
13. Leave in for approx 3 - 5 mins
14. Rinse and pat dry hair with a towel
15. Apply a small amount of Hair oil to palm of hand and evenly distribute through hair
16. Blow dry hair to desired style and iron if needed at 180° / 300°F using Heat Defender.

TABLE 1

HAIR TYPE	PROCESS
Treated Hair	10 - 20 mins
Normal / Natural Hair	15 to 30 mins

TABLE 2

HAIR DENSITY	CERAMIC IRONS TEMP	PASSES
Fine	150° - 180° / 300 - 356°F	6x
Medium	170° - 200° / 338 - 392°F	8x
Coarse	180° - 200° / 356 - 410°F	10x



- Too much product can make Step 9 difficult
- For both treatments, using paraben and sulphate free shampoo to maintain the treatments benefits for as long as possible after leaving the salon

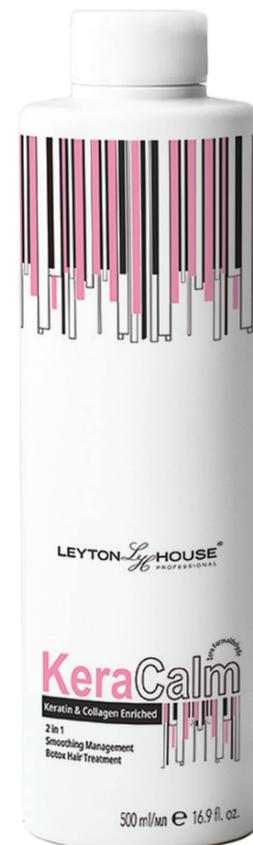
BOTOX TREATMENT

DIRECTIONS FOR USE

(Lasts 4-6 weeks dependant on lifestyle)

1. Wash hair twice (x2) with Revitalise Shampoo
2. Rinse well and towel dry (damp hair)
3. Section hair into a quadrant (4 sections)
4. Wear protective gloves and shake well
5. Pour 5ml/.17oz KeraCALM + 25ml/.85oz Hair Mask/Treatment into a bowl
6. Start at the nape
7. Apply KeraCALM + Hair Mask/Treatment mix from roots to ends
8. Comb each section to ensure even distribution
9. Leave to process for 20 to 30 minutes and rinse well
10. Dry and style hair as desired

MIX 1:5	PROCESS
1 pt KeraCALM + 5 parts Hair Mask/Treatment	20 - 30 mins



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