

THE CALURA GLOSS LOOKBOOK IS GETTING AN UPDATE!

Discover unique formulas from many talented artists using Calura Gloss, the best demi-permanent on the market

CALURA
gloss

LOOKBOOK '25



TAKE YOUR GLOSS GAME TO THE NEXT LEVEL

WITH OUR EXCLUSIVE CALURA GLOSS LOOKBOOK.

"At Oligo Professionnel, we pride ourselves on innovation and excellence, and Calura Gloss exemplifies our commitment to delivering top-quality, vibrant hair colour solutions. Dive into our lookbook to explore the rich, glossy shades and the versatile formulas that are sure to inspire your creativity and meet your clients' diverse needs!"

- Ilan Cohen
President, Oligo Professionnel



In the world of hair colour, understanding the nuances of every shade and the science behind each formula can make all the difference. Our comprehensive guide offers over 100 meticulously crafted formulas, ensuring you have the knowledge to achieve flawless results with Calura Gloss every time.

WHAT YOU'LL GAIN:

Detailed Formulas, Expert Insights, Testimonials.



CALURA
gloss



DEMI-PERMANENT LIQUID HAIR COLOUR

Zero Lift - Shine - Conditioning - Alcohol and PPD Free

HYBRID TECHNOLOGY

Acidic molecules carefully buffered to an alkaline ph, delivering benefits of both acidic and alkaline hair colour, offering improved longevity, gentleness & shine!

Toning in 3 - 10 Minutes

Offers up to 50% white hair blending

Offers Longevity

Pleasant Fragrance

BUILT-IN SHINE COMPLEX



HYALURONIC ACID
Locks in moisture, hydrates,
offers frizz control



**HYDROLYZED VEGETABLE
PROTEINS**
Improves hairs elasticity,
conditioning, strength,
Improves shine.



ACAI FRUIT EXTRACT
Anti-aging superfruit.
Antioxidant that maintains
hairs youthfulness and shine.
Protects hair & scalp.



Alcohol Free



PPD Free



Paraben Free



Gluten Free



No Animal Derived Ingredients



Dermatologist Tested



Not Tested on Animals



@KELLYMASSIASHAIR

DISCOVER 100+ LOOKS

BLONDES

Discover the luminous and versatile shades of Calura Gloss Blondes. From soft, natural tones to warm, eye-catching hues, these blondes are designed to illuminate and enhance.

BRUNETTES

Explore the rich, deep, and luxurious shades of Calura Gloss Brunettes. Perfect for adding depth and dimension, these colours offer a sophisticated, timeless appeal.

REDS

Unleash the bold and fiery spirit of Calura Gloss Reds. From vibrant, intense reds to subtle, warm tones, these shades are sure to make a statement.

FASHION

Step into the world of creativity with Calura Gloss Fashion shades. These bold, vibrant colours are perfect for those looking to make a unique and stylish statement.

TRENDING NOW

Stay ahead of the curve with the latest shades trending in the world of hair colour. Calura Gloss Trending Now features the most current and in-demand shades for a fresh, modern look.



@A.HAIRPOWER



TRENDING NOW



BLONDES



BRUNETTES



REDS



FASHION

LOOKS & FORMULAS

Each look and formula in this lookbook has been thoughtfully created by a diverse group of talented artists to inspire your creativity. Remember, everyone's hair is unique, and results will vary based on your starting point. Enjoy experimenting and finding the perfect shades for you and your clients.

**Please note that all images in this lookbook are raw and unedited, showcasing the true vibrancy and tones of our hair colours without any enhancements.*



@EMMANUELLSTYLEZ



@AAASHLEEE



@ERINRAYHAIR

BLONDES: COOL

Effortlessly chic and modern, cool blonde tones bring a fresh, icy edge to any look. From silver ash to platinum hues, these shades are perfect for those who crave clean, sophisticated color with a bold twist.

**@MICAYLADOESHAIR****Zone 1:** 7 Neutral 7ml + 7-1/7A 5ml**Zones 2 & 3:** 9-36/9GV 30ml + 9-6/9V 8ml + 10 Neutral 30ml**Developer:** 7 Vol. Lotion**@ALFREDO LEWIS****Global:** 10-12/10AI 45ml + Clear 15ml**Developer:** 7 Vol. Lotion**@HAIRXBRE****Zone 1:** 7 Intense Neutral 15ml + 7-1/7A 15ml**Global:** 10-36/10GV 30ml + 10-6/10V 30ml + Clear 15ml**Developer:** 7 Vol. Cream

**@MARISA.ARTISTRYHAIRLOUNGE**

Global: 10-36/10GV 20ml + 10-12/10AI 10ml + 9-3/9G 10ml
+ Clear 3ml

Developer: 7 Vol. Lotion

**@EMMANUELLSTYLEZ**

Global: 10-12/10AI 50ml + Clear 50ml + 7-5/7R 2ml

Developer: 7 Vol. Lotion

**@ERINRAYHAIR**

Zone 1: 8 Neutral Brown 30ml + 9-1/9A 10ml + Clear 10ml

Zones 2 & 3: 10 Neutral 15ml + 10-36/10GV 10ml + Clear 40ml

Developer: 7 Vol. Lotion



@EMMANUELLSTYLEZ

Global: 10-12/10AI

Developer: 7 Vol. Lotion



@RICARDOJARAHAIR2

Global: 10-12/10AI

Developer: 7 Vol. Lotion



@JADEBEAUTYCO

Zone 1: 7 Neutral

Zone 2 & 3: 10 Neutral 30ml + 10-12/10AI 30ml

Developers: 7 Vol. Lotion



@XHAIRBYLEA

Global: 10-12/10AI 20ml + 10-6/10V 20ml

Developer: 7 Vol. Cream



@XHAIRBYLEA

Global: 9-12/9AI 20ml + 9-1/9A 10ml + 9-6/9V 10ml

Developer: 7 Vol. Cream



@AAASHLEEE

Colour Block: 10-12/10AI 10ml + 10-36/10GV 10ml
+ 10-6/10V 10ml

Developer: 7 Vol. Lotion



@THESALONPRISM

Global: 10-6/10V 20ml + 9-12/9AI 20ml

Developer: 7 Vol. Lotion



@JUAHNN

Global: 10-36/10GV 20ml + 10 Neutral Brown 20ml

Developer: 7 Vol. Lotion



@AAASHLEEE

Colour Block: 10-12/10AI 20ml + 10-6/10v 20ml

Developer: 7 Vol. Lotion

**@ITSMRJLADNER****Zone 1:** 7 Neutral Brown 20ml + 8-3/8G 20ml + 7-36/7GV 20ml**Zone 2-3:** 10-43/10KG 60ml + 0-44/0KK 1ml + 9-4/9K 30ml

+ 0-33/0GG 1ml

Developer: 7 Vol. Cream**WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?**

"My favorite way to use Calura Gloss is as my ride-or-die for corrective colour. It lets me target tone with surgical precision, no damage, just results. Calura Gloss helps me correct it, perfect it, and slay the finish every time."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"My go to Calura Gloss shades at the moment are -36/GV and -34/GK. -34/GK brings the golden warmth and luminosity, while -36/GV will tone down for a balanced finish. This combo hits the mark everytime. Reflective, radiant and effortlessly slay."

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"My favorite formula this month is Golen Hour Glow.
8-34/8GK 20ml + 8-36/8GV 10ml + Clear 5ml with 7 Vol."

- J Ladner

**@ITSMRJLADNER****Zone 1:** 5 Neutral Brown**Zone 2 & 3:** 8-36/8GV 20ml + 8-34/8GK 20ml

+ 8-4/8K 2ml

Developer: 7 Vol. Lotion



@CLAUDIAPAGEARTISTECOIFFEUSE



@_HAIRXMEGAN



@JADEBEAUTYCO

BLONDES: BEIGE

Soft, sunlit elegance meets understated luxury. This palette blends creamy neutrals with muted gold undertones, creating a timeless look that radiates warmth and sophistication. Effortlessly versatile, Beige Blonde captures the essence of modern minimalism with a hint of classic charm.

**@JESSPURMALDESIGNS****Global:** 10-36/10GV**Developer:** 7 Vol. Lotion**@HAIRBYABLONDE****Global:** 9-36/9GV 20ml + 8 Neutral Brown 20ml**Developer:** 7 Vol. Lotion**@XHAIRBYLEA****Global:** 9 Neutral 30ml + 10 Neutral 30ml**Developer:** 7 Vol. Cream**@THETINYHAIRMAGICIAN****Zone 1:** 8 Neutral Brown 15ml + 8 Neutral 15ml
+ 7 Neutral Brown 15ml**Zone 2 & 3:** 10 Neutral Brown 15ml + 9-36/9GV 15ml + 2ml
0-33/0GG**Developer:** 7 Vol. Lotion



@CLAUDIAPAGEARTISTECOIFFEUSE

Global: 10-36/10GV 30ml + 10 Neutral 20ml + Clear 10ml

Developer: 7 Vol. Cream



@JC_HAIROLOGIST

Global: 10-12/10AI

Developer: 7 Vol. Lotion



@JADEBEAUTYCO

Zones 2 & 3: 10-3/10G 30ml + 9-32/9GI 50ml + Clear 30ml

Developer: 7 Vol. Lotion

**@MARISSAKNIGHTHAIR****Zone 1:** 7 Neutral 20 ml + 7-1/7A 20ml**Zone 2:** 8 Neutral 15ml + 9-32/9GI 15ml**Zone 3 and Face Frame:** 10-12/10AI 15ml + 10-36/10GV 15ml
+ Clear 10ml**Developers:** 7 Vol. Lotion**@TINA_DOESHAIR****Zone 1:** 7 Neutral 20ml + 7-36/7GV 20ml**Zone 2 & 3:** 10-36/10GV 15ml + 10 Neutral Brown 15ml**Developer:** 7 Vol. Lotion**@_HAIRXMEGAN****Zone 1:** 8-1/8A 20ml + 8 Neutral 20ml**Zone 2 & 3:** 10-12/10AI 15ml + 10-6/10V 15ml + 0-16/0AV 3ml**Developer:** 7 Vol. Lotion**@ALFREDO_LEWIS****Global:** 10 Neutral 45ml + 10-6/10V 15ml**Developer:** 7 Vol. Lotion



@SIMONSAYSHAIR



@ERINRAYHAIR

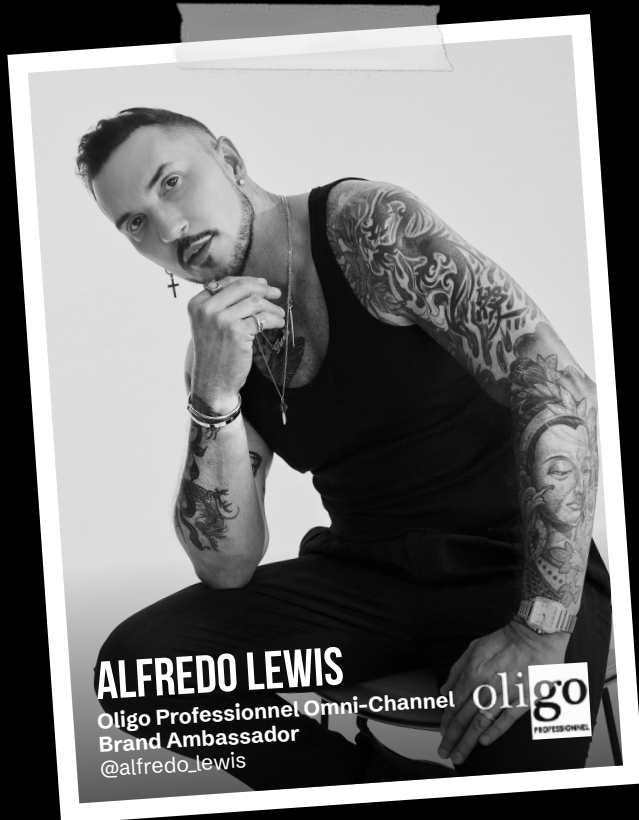


@ALI_THEARTIST

BLONDES: WARM

The biggest blonde trend of the moment. Warm Blondes are all about golden richness—think honey, caramel, and sunlit amber tones that radiate effortless glow. Rich, vibrant, and undeniably modern, these shades bring a soft warmth with serious impact. It's blonde, but refined.

**@JACENIALAMBERTHAIR****Global:** 10 Neutral 30ml + 9-12/9AI 30ml**Developer:** 7 Vol. Lotion**@LOOKSBYLAURENCT****Global:** 10-6/10V 30ml + 9-6/9V 24ml +10-36/10GV 18ml**Developer:** 7 Vol. Cream**@NICEHAIRBYRO****Zone 1:** 5 Neutral 15ml + 6 Neutral 15ml + 7-66/7VV 15ml**Zone 2:** 9-32/9GI 25ml + 9 Neutral 5ml + 9-6/9V 5 ml
+ Clear 10ml**Developer:** 7 Vol. Lotion**@HAIRXBRE****Zone 1:** 6 Intense Neutral 15ml + 7-12/7AI 15ml**Zone 2:** 10 Neutral Brown 20ml + 10-36/10GV 20ml
+ 9-3/9G 20ml**Developer:** 7 Vol. Lotion



@ALFREDO_LEWIS

Global: 10 Neutral 45ml + 10-6/10V 15ml

Developer: 7 Vol. Lotion



@ALFREDO_LEWIS

Global: 10-12/10AI 45ml + Clear 15ml

Developers: 7 Vol. Lotion

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"My favorite way to use Calura Gloss is for all things blondes. It is true to tone and gives me the neutralization when needed. I like to use an applicator bottle."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"My go-to gloss for blonde is 1 oz 30ml 10-12/10AI + 15ml 10 Neutral + 15ml Clear."

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"My favorite formula of the month is beige bronde: 45ml 8-13/8AG + 15ml 8 Neutral with 7 Vol."

- Alfredo Lewis



@SAVVYCOLOR

Global: 8-12/8AI 30ml + 9 Neutral 30ml

Developer: 7 Vol. Lotion



@BRIDESBRAIDSBALAYAGE

Global: 10-36/10GV 20ml + 9-32/9GI 10ml

Developer: 7 Vol. Lotion



@BEAUTYBYNOEMIE

Global: 9-36/9GV 30ml + 8-34/8GK 15ml

Developer: 7 Vol. Cream

**@ALI_THEARTIST****Global:** 10 Neutral Brown 10ml + 10 Neutral 10ml + 10-43/10KG 10ml**Developer:** 7 Vol. Lotion**WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?**

"My 2 favorite ways to use Calura Gloss are toning after a lightening session and coloring weft extensions!"

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"My go-to gloss is 10 Neutral Brown. She's the headliner in almost all my blonde formulas because It's the perfect base for keeping blondes bright!"

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"For toning, my favorite formula is a 10 Neutral brown + 10-36/10GV + 10-43/10KG Honey Glow Blonde: high-impact brightness with soft, golden warmth. On weft extensions my favorite formula to match a natural root: 8 Neutral + 8-13/8AG (2:1) *works for all levels 4-8!"

— Ali Cosmo

**@ALI_THEARTIST****Zone 1:** 7 Neutral 25ml + 7-3/7G 5ml**Zone 2 & 3:** 9-4/9K 35 ml + 10-43/10KG 15ml
+ 0-55/0RR 1ml**Developers:** 7 Vol. Cream

**@TMELONG****Global:** 9-3/9G 45ml + 9-43/9KG 15ml**Developers:** 7 Vol. Lotion**@HAIRXBRE****Global:** 10 Neutral Brown 25ml + 10-36/10GV 25ml
+ 9-3/9G 10ml + Clear 15ml**Developer:** 7 Vol. Lotion**@ERINRAYHAIR****Zone 1:** 8 Neutral 15ml + 7-1/7A 15ml**Zones 2 & 3:** 9 Neutral Brown 45ml + 10-36/10GV 15ml**Developer:** 7 Vol. Lotion**@SALTNHONEYHAIR****Zone 1:** 7 Intense Neutral 5ml + 7-11/7AA 5ml**Zone 2:** 10 Neutral 20ml + 9-32/9GI 10ml**Developer:** 7 Vol. Lotion

**@SIMONSAYSHAIR**

Global: 10-34/10GK 30ml + 10 Neutral Brown 10ml
+ 10-36/10-GV 10ml

Developer: 7 Vol. Lotion

**@GORANA.TRZ**

Global: 9-36/9GV 30ml + 9 Neutral Brown 30ml + 10-6/10V 5ml

Developer: 7 Vol. Lotion

**@ALEXJADEHAIR**

Zone 1: 7 Neutral Brown

Zones 2 & 3: 10 Neutral Brown 15ml + 10-3/10G 15ml
+ 10-36/10GV 15ml

Developer: 7 Vol. Cream

**@THETINYHAIRMAGICIAN****Zone 1:** 8 Neutral 15ml + 8 Neutral Brown 15ml + 7 Neutral 15ml**Zones 2 & 3:** 9 Neutral Brown 30ml + 0-33/0GG 5ml**Developers:** 7 Vol. Lotion**@SAVS_SCISSORS****Global:** 10-36/10GV 45ml + 9-36/9GV 15ml**Developer:** 7 Vol. Lotion**@JUSTHAIROBSESSION****Global:** 10-6/10V**Developer:** 7 Vol. Lotion**@KELLYMASSIASHAIR****Zone 1:** 7-12/7AI 20ml + 7 Neutral**Zone 2 & 3:** 10-36/10GV**Developer:** 7 Vol. Lotion

**@BLENDEDBYJOSEPH****Global:** 10-12/10AI 20ml + 10-6/10V 10ml + Clear 15ml**Developer:** 7 Vol. lotion**@MICAYLA DOESHAIR****Zone 1:** 7 Neutral**Zone 2 & 3:** 9 Neutral 25ml + 10 Neutral 25ml + 9-36/9GV 35ml**Developer:** 7 Vol. Lotion**@ALI_THEARTIST****Global:** 10 Neutral Brown 10ml + 10 Neutral 10ml
+10-43/10KG 10ml**Developer:** 7 Vol. Lotion**@HAIRXBRE****Global:** 10 Neutral Brown 30ml + 10-36/10GV 30ml
+ 10-12/10AI 15ml + 10-3/10G 15ml**Developer:** 7 Vol. Lotion



@THETINYHAIRMAGICIAN



@COLOREDBYCHELSEY

BRUNETTES: COOL

Sleek, refined, and effortlessly elevated. Cool Brunette shades are rich in depth with ashy, and smoky undertones that bring a polished edge to every look. Understated yet striking, this tone turns simplicity into statement.

**@COLOREDBYCHELSEY****Zone 1:** 6 Intense Neutral 15ml**Global:** 8-12/8AI 15ml + 7-6/7V 5ml + 8 Neutral 10ml**Developer:** 7 Vol. Cream**@THETINYHAIRMAGICIAN****Zone 1:** 6 Intense Neutral 20ml + 7 Intense Neutral 3ml**Zone 2 & 3:** 9-1/9A 30ml + 10-6/10V 30ml**Developer:** 7 Vol. Cream

**@HAIRXBRE**

Global: 10 Neutral Brown 30ml + 10-36/10GV 30ml
+ 10-12/10AI 15ml + 10-3/10G 15ml

Developer: 7 Vol. Lotion

**BREANNA BOND**

Stylist Fika Salon Kanata,
ON, Canada
@HairxBre

oligo
PROFESSIONNEL

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"I love to use calura gloss for any type of toning but also love to use it for any of my reverse balayages! They're great to add some dimension back into the hair and bring back shine."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"My go to calura gloss for my brights blonde is equal parts 10-36/10GV + clear. This creates that super bright popping blonde every time and fades beautifully."

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"Lately my go to has been equal parts Neutral Brown + -36/GV in any level! I find this creates that beautiful beige tone without making it too ashy or warm! A perfect neutral beige."

- Breanna Bond

**@HAIRXBRE**

Lowlight: 9 Neutral Brown 30ml + 8-32/8GI 30ml

Global: 7 Neutral Brown 10ml + 7-3/7G 20ml
+ 7-12/7AI

Developer: 7 Vol. Lotion



@HAIRBYABLONDE



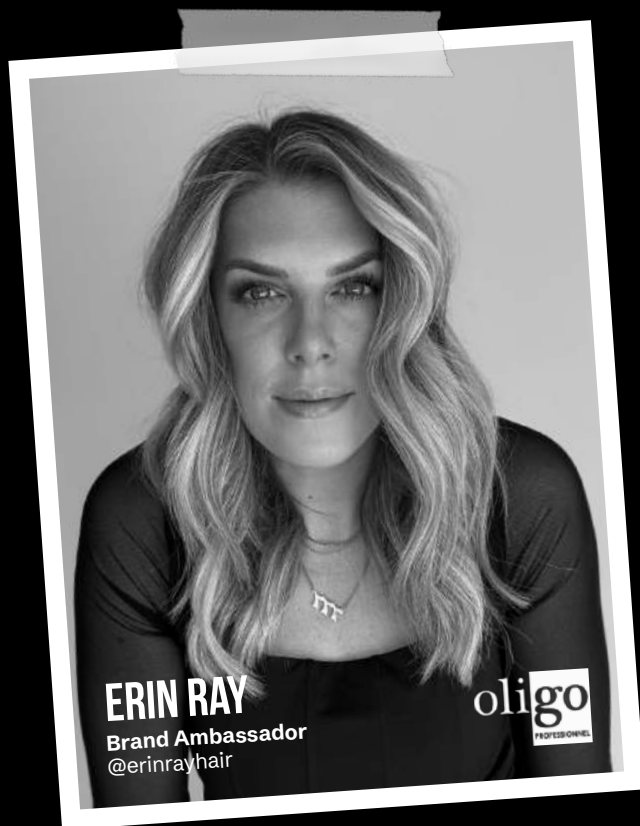
@KICKCASSHAIR



@ALEXJADEHAIR

BRUNETTES: WARM

Lush, radiant, and endlessly wearable. Warm Brunette shades glow with rich chestnut, cocoa, and amber tones—bringing dimension and softness to every strand. It's warmth that feels natural, depth that feels effortless, and color that always catches the light.



@ERINRAYHAIR

Zone 1: 5 Neutral 30ml + 6-13/6AG 15ml

Zones 2 & 3: 8 Neutral 30ml + 7-13/7AG 15ml + 7-1/7A 15ml

Developer: 7 Vol. Lotion



@ERINRAYHAIR

Zone 1: 8 Neutral 15ml + 7-1/7A 15ml

Zones 2 & 3: 9 Neutral Brown 45ml
+ 10-36/10GV 15ml

Developer: 7 Vol. Lotion

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"My favorite way to use Calura Gloss is to finish a color service with the perfect shadow root and color melt formula to really bring it all together — especially for my brunettes, its the best way to really level up the end result."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"My go to Calura Gloss shades are 8-32/8GI and 7 Neutral Brown"

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"My favorite Calura Gloss formula this month is my go to Buttery Blonde Babe — 10 Neutral 30ml + 8-3/8G 15ml + Clear 15ml with 7 Vol. — seriously crushes EVERY SINGLE TIME!"

— Erin Ray

**@ALEXJADEHAIR****Zone 1:** 7 Neutral 30ml**Zones 2 & 3:** 8 Neutral Brown 60ml + 9-36/9GV 30ml
+ 8-34/8GK 30ml**Developer:** 7 Vol. Lotion**@HAIRBYABLONDE****Lowlights:** 7 Neutral 10ml + 8-34/8GK 10ml + 7-1/7A 10ml**Global:** 10-36/10GV**@STUDIORADIATE****Zone 1:** 7-13/7AG 20ml + 6 Intense Neutral 20ml**Zone 2:** 7-32/7GI 20ml + 9-3/9G 20ml + 7 Neutral 40ml**Developer:** 7 Vol. Lotion



@LCBEAUTYY_

Zone 1: 5 Neutral

Zone 2 & 3: 6-11/6AA 20ml + 6 Neutral 20ml

Developer: 7 Vol. Lotion



@EMMANUELLSTYLEZ

Global: 7 Neutral 30ml + 7 Neutral Brown 30ml

Developer: 7 Vol. Lotion



@ALEXJADEHAIR

Global: 6 Neutral Brown 20ml + 6-32/6GI 20ml
+ 6-13/6AG 20ml

Developer: 7 Vol. Lotion



@KICKCASSHAIR

Global: 6-34/6GK 20ml + 5 Neutral Brown 20ml

Developer: 7 Vol. Lotion



@GIO.HAIR.MUA

Global: 8-43/8KG 20ml + 9-3/9G 20ml

Developer: 7 Vol. Lotion



@JADEBEAUTYCO



@ITSMRJLADNER



@SALTNHONEYHAIR

BRUNETTES: BRONDES

Not too light, not too dark—just the right amount of depth and contrast. Brondes merge soft highlights with natural brunette bases for a dimensional, lived-in look. Effortlessly low-maintenance and endlessly versatile, this in-between shade is anything but middle ground.



@JUAHNN

Global: 10-34/10GK.

Developer: 7 Vol. Cream



@ERINRAYHAIR

Zone 1: 5 Neutral 30ml + 6-13/6AG 15ml

Zones 2 & 3: 8 Neutral 30ml + 7-13/7AG 15ml + 7-1/7A 15ml

Developer: 7 Vol. Lotion



@LOOKSBYLINDS.W

Zone 1: 7 Neutral 15ml + 7-1/7A 15ml

Zone 2: 8-12/8AI 30ml + 8-11/8AA 30ml

Zone 3: 7-12/7AI 15ml + 7-11/7AA 15ml

Developer: 7 Vol. Lotion

**@SALTNHONEYHAIR****Lowlights:** 7-11/7AA 10ml + 6 Intense Neutral 10ml**Global:** 9-12/9AI 10ml + 8-12/8AI 10ml + 8-11/8AA 10ml
+ 8-32/8GI 5ml**Developer:** 7 Vol. Lotion**@BEAUTYBYNOEMIE****Global:** 7-13/7AG 20ml + 8-12/8AI 20ml**Developer:** 7 Vol. Lotion**@JADEBEAUTYCO****Zone 1:** 6 Neutral 30ml + 7-13/7AG 30ml**Zones 2 & 3:** 9-6/9V 20ml + 8 Neutral 20ml + Clear 10ml
+ 0-16/OAV 3ml**Developer:** 7 Vol. Lotion**@ITSMRJLADNER****Zone 1:** 5 Neutral Brown**Zone 2 & 3:** 8-36/8GV 20ml + 8-34/8GK 20ml + 8-4/8K 2ml**Developer:** 7 Vol. Lotion



@ITSMRJLADNER

Global: 9-34/9GK 20ml + 9 Neutral Brown 20ml
+ 9-36/9GV 20ml

Developer: 7 Vol. Lotion



@JADEBEAUTYCO

Zone 1: 7 Neutral Brown

Zones 2 & 3: 9-36/9GV

Developers: 7 Vol. Lotion



@ALFREDO_LEWIS

Zone 1: 7 Neutral

Zones 2 & 3: 8-13/8AG

Developers: 7 Vol. Cream



@EMMANUELLSTYLEZ

Global: 10-12/10AI

Developer: 7 Vol. Lotion



@EMMANUELLSTYLEZ

Global: 9 Neutral 50ml + 9-32/9GI 50ml
+ 9-3/9G 10ml + 9-1/9A 10ml

Developer: 7 Vol. Lotion

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"My favorite way of using Calura is to refine a final result by enhancing the rich tones Calura Gloss has to offer"

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"Root shadow go-to is 6-1/6A, Global Toner go-to is 10-12/10AI"

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"10-12/10AI 24ml + 10 Neutral 24ml 10-34/10GK 12ml with 7 Vol.
I call this the Yin Yang Blonde. Perfect balance of cool and warm hues."

- Emmanuel Andrade



@ELEVATEDBEAUTIESS



@EMMANUELLSTYLEZ

BRUNETTES: DEEP

Rich, intense, and unapologetically striking. Deep Brunettes showcase the power of depth—think dark chocolate, espresso, and cool cola tones that create a high-impact, high-shine finish. Sophisticated and statement-making, this shade speaks volumes without saying a word.

**@EMMANUELLSTYLEZ****Zone 1:** 3 Neutral**Zones 2 & 3:** 6 Neutral**Halo Section:** 9-32/9GI 50ml + 10 Neutral 10ml + 9-3/9G 5ml**Developers:** Zone 1-13 Vol. Zones 2, 3 and Halo-7 Vol. Lotion**@SARAHFIORE****Zone 1:** 6 Neutral 30ml + 5 neutral 30ml**Zone 2:** 7 Neutral 30ml + 7-36/7GV 30ml**Developer:** 7 Vol. Cream**@ELEVATEDBEAUTIESS****Global:** 6-1/6A 15ml + 5 Neutral 30ml**Developer:** 7 Vol. Lotion



@ELISECAPIESH



@A.HAIRPOWER

REDS: BOLD REDS

Bold, fiery, and impossible to ignore. Reds are rich in character—ranging from classic crimson to deep cherry—delivering pure, unapologetic color. Fierce yet refined, this shade turns every head and defines confidence.



@TMELONG

Global: 8-43/8KG 30ml + 8-4/8K 30ml

Developer: 7 Vol. Lotion

WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?

"Primarily I use Calura Gloss for Shadow Rooting (mixed with the Cream developer for thickness), Full Toning (mixed with the Lotion developer for bottle application), as well as refreshing the ends of a solid color during a Root Re-Touch Service."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"In the salon, we use all levels and shades from the Gloss library, but I would say my go to's are definitely 10-36/10GV, 9-3/9G, 9 Neutral Brown, and the newly appointed 9-4/9K and 10-34/10GK from the Nectar Collection."

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"10-34/10GK 15ml + 9-4/9K 15ml + 8-3/8G 15 ml with 7 Vol. for a soft caramel copper vibe!"

- Thomas Melong



@TMELONG

Global: 5-34/5GK 20ml + 5-5/5R

Developer: 7 Vol. Lotion



@A.HAIRPOWER

Global: 7-5/7R 40ml + 6-6/6V 40ml

Developer: 7 Vol. Lotion



@ELISECAPIESH

Global: 6-43/6KG 20ml + 7-4/7K 20ml + 0-55/0RR 5ml

Developer: 7 Vol. Lotion



@TME LONG

Global: 5-34/5GK 20ml + 5-5/5R 30ml

Developer: 7 Vol. Lotion



@MISAEAPONTEART

Global: 6 Neutral Brown 40ml + 7-6/7V 10ml + 7-5/7R 20ml

Developer: 13 Vol.



@MISAEAPONTEART

Global: 6 Neutral Brown 40ml + 7-6/7V 10ml + 7-5/7R 20ml

Developer: 13 Vol.



@HAIRBYABLONDE



@HAIRBYMEGANPEREZ

REDS: VIBRANT COPPERS

Luminous, fiery, and full of personality. Vibrant Coppers light up every room with electric tones of tangerine, amber, and molten bronze. Playful yet powerful, this shade brings unapologetic energy and unmistakable shine.

**@MICAYLADOESHAIR**

Zone 1: 6-43/6KG 25ml + 7-5/7R 10ml + 0-66/0VV 2ml
+ Clear 5ml

Zone 2: 8-43/8KG 30ml + 9-3/9G 15ml + 7-5/7R 3ml
+ Clear 10ml

Developers: 7 Vol. Cream

**@ASHANDOPALBEAUTYCO**

Global: 8-4/8K 20ml + 8-43/8KG 10ml + 6-43/6KG 5ml

Developer: 7 Vol. Lotion

**@HAIRBYABLONDE**

Global: 7-3/7G 20ml + 7-4/7K 20ml + 0-44/0KK 5ml
+ 0-55/0RR 5ml + 0-33/0GG 5ml

Developer: 7 Vol. Lotion

**@HAIRBYMEGANPEREZ**

Zones 2 & 3: 9-4/9K 20ml + 7-5/7R 20ml + 0-44/0KK 5ml

Developer: 7 Vol. Lotion



@ITSMRJLADNER



@HAIRBYSAVANNAHCLARK



@TMELONG

REDS: SOFT COPPERS

Delicate, warm, and quietly radiant. Soft Coppers blend peachy undertones with golden rust hues for a glow that feels natural and fresh. Subtle yet distinctive, this shade adds a gentle warmth with a touch of modern softness.



@TAYLORBLEVINSHAIR

Global: 9-34/9GK 30ml + 9-4/9K 30ml

Developer: 7 Vol. Lotion



@CAITSSS.HAIR

Global: 7 Neutral 20ml + Clear 10ml + 8-32/8GI 20ml
+ 8-34/8GK 20ml + 6-43/6KG 20ml

Developer: 7 Vol. Cream



@TMELONG

Global: 8-43/8KG 30ml + 8-4/8K 30ml

Developer: 7 Vol. Lotion

**@HAIRBYSAVANNAHCLARK****Zone 1 and Lowlight:** 6-43/6KG 15ml + 5-4/5K 15ml**Zones 2 & 3:** 8-43/8KG 15ml + 7-4/7K 15ml**Developer:** 7 Vol. Lotion**@ITSMRJLADNER****Global:** 8-34/8GK 15ml + 6-34/6GK 15ml + 9-4/9K 15ml**Developer:** 7 Vol. Cream**@THETINYHAIRMAGICIAN****Zone 1:** 8-4/8K 15ml + 8-34/8GK 15ml**Zones 2 & 3:** 10-43/10GK**Developer:** 7 Vol. Lotion

**@MICAYLADOESHAIR****Zone 1:** 7 Neutral**Zone 2 & 3:** 9 Neutral 25ml + 10 Neutral 25ml + 9-36/9GV 35ml**Developer:** 7 Vol. Lotion**@MICAYLADOESHAIR****Zone 1:** 6-43/6KG 25ml + 7-5/7R 10ml
+ 0-66/0VV 2ml + Clear 5ml**Zone 2:** 8-43/8KG 30ml + 9-3/9G 15ml + 7-5/7R 3ml
+ Clear 10ml**Developers:** 7 Vol. Cream**WHAT IS YOUR FAV WAY TO USE CALURA GLOSS?**

"I love to use Calura Gloss with a blonding service whether it's to get the perfect tone or add dimension, also using the clear gloss on my non colour clients for high shine and hydration."

WHAT IS YOUR FAV CALURA GLOSS SHADE?

"My go-to gloss shade has to be the AI/12 series"

WHAT IS YOUR FLAVOUR OF THE MONTH FORMULA?

"My favourite formula is right now 30ml 10-43/10KG + 5ml 0-55/0RR + 10ml Clear for a yummy blushed apricot"

— Micayla Patterson



@MICAYLADOESHAIR



@JADEBEAUTYCO



@CLAUDIAPAGEARTISTECOIFFEUSE

FASHION

Creative, daring, and unapologetically expressive. Fashion Shades push boundaries with bold tones—think vivid violets, apricot, pastels, and neons that turn heads instantly. These are statement colors made for those who lead, not follow.



@HAIRBYMEGANPEREZ

Global: 8-43/8KG

Developer: 7 Vol. Cream



@JADEBEAUTYCO

Zone 1: 0-66/OVV 15ml + 30ml Clear

Zones 2 & 3: Clear 60ml + 0-66/OVV 15ml

Developers: 7 Vol. Lotion



@HAIRBYMEGANPEREZ

Global: 7 Neutral 15ml + 7-66/7VV 15ml + 0-66/0VV 2ml

Developer: 7 Vol. Cream



@CLAUDIAPAGEARTISTECOIFFEUSE

Global: 10-36/10GV 15ml + 8-34/8GK 5ml + 0-55/0RR 3ml

Developer: 7 Vol. Lotion



@MICAYLADOESHAIR

Pretone: 10-6/10V

Money Piece: 8-43/8KG 8ml + 9-3/9G 2ml + Clear 20ml

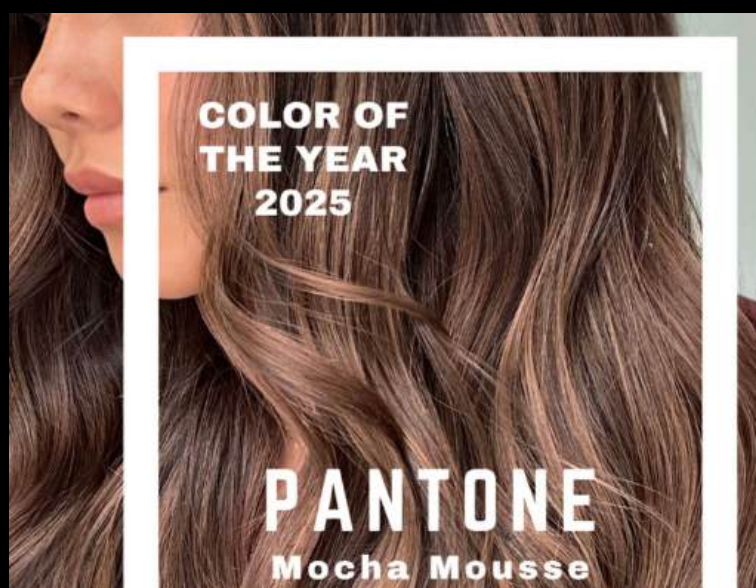
Developers: 7 Vol. Lotion



@HAIRBYMEGANPEREZ



@BLENDEDBYJOSEPH



@BEAUTYBYNOEMIE

TRENDING: MOCHA MOUSSE

Creamy, dimensional, and effortlessly chic. Mocha Mousse blends soft mocha tones with muted taupe and beige for a velvety finish that feels modern yet timeless. Recently named Pantone's Color of the Year 2025, it embodies quiet luxury with warmth, depth, and universal appeal.

**@BLENDED BY JOSEPH****Global:** 6 Neutral Brown 15ml + 6-34/6GK 15ml + 6-32/6GI 15ml**Developer:** 7 Vol. Lotion**@EMMANUELLE STYLEZ****Global:** 9 Neutral 50ml + 9-32/9GI 50ml + 9-3/9G 10ml
+ 9-1/9A 10ml**Developer:** 7 Vol. Lotion**@BEAUTY BY NOEMIE****Zone 1:** 6 Neutral Brown 20ml + 4-34/4GK 20ml**Zone 2:** 9-32/9GI 30ml + 9 Neutral 30ml**Face Frame:** 9-32/9GI 5ml + 9 Neutral 5ml + Clear 5ml**Developer:** 7 Vol. Lotion



@HAIRBYMEGANPEREZ

Zone 1: 4 Neutral

Zones 2 & 3: 6 Neutral 20ml + 7-6/7V 20ml

Developer: 7 Vol. Lotion



@ERINRAYHAIR

Zone 1: 5 Neutral 30ml + 6-32/6GI 15ml

Zones 2 & 3: 7 Neutral 45ml + 7-12/7AI 15ml

Developer: 7 Vol. Lotion



@HAIRXBRE

Lowlight: 9 Neutral Brown 30ml + 8-32/8GI 30ml

Global: 7 Neutral Brown 20ml + 7-3/7G 20ml + 7-12/7AI

Developer: 7 Vol. Lotion



@KELLYMASSIASHAIR

Zone 1: 5 Neutral

Zones 2 & 3: 8-32/8GI 20ml + 7 Neutral 20ml

Lowlights: 6 Neutral 10ml + 6-1/6A 10ml + clear 10ml

Developer: 7 Vol. Lotion



@BEAUTYBYNOEMIE

Global: 7-13/7AG 20ml + 8-12/8AI 20ml + 7 Neutral Brown 20ml

Developer: 7 Vol. Lotion



@_HAIRXMEGAN



@ALI_THEARTIST



@ITSMRJLADNER

TRENDING: NECTAR

Fresh, juicy, and softly luminous. Nectar Shades infuse peach, apricot, honey and gold tones with a light, dewy finish—bringing a healthy glow that feels playful yet polished. Radiating warmth and subtle sweetness, these shades strike the perfect balance between soft and statement.

**@ITSMRJLADNER****Zone 1:** 7 Neutral Brown 20ml + 8-3/8G 20ml + 7-36/7GV 20ml**Zone 2 & 3:** 10-43/10KG 60ml + 0-44/0KK 1ml + 9-4/9K 30ml
+ 0-33/0GG 1ml**Developer:** 7 Vol. Cream**@CLAUDIAPAGEARTISTECOIFFEUSE****Global:** 9-4/9K**Developer:** 7 Vol. Lotion**@ALI_THEARTIST****Zone 1:** 7 Neutral 25ml + 7-3/7G 5ml**Zone 2 & 3:** 9-4/9K 35 ml + 10-43/10KG 15ml + 0-55/0RR 1ml**Developers:** 7 Vol. Cream**@JADEBEAUTYCO****Zone 1:** 9-3/9G 30ml + 8-3/8G 20ml**Zone 2:** 10-3/10G 80ml + 10-34/10GK 20ml**Developer:** 7 Vol. Cream

**@ITSMRJLADNER****Zone 1:** 8-3/8G 20ml + 7 Neutral Brown 20ml**Zone 2:** 10-3/10G 20ml + 10-34/10GK 20ml
+ 9-4/9K 2ml**Developer:** 7 Vol. Lotion**@HAIRBYMEGANPEREZ****Pre-tone:** Clear 17ml + 0-55/0RR 3ml**Zone 1:** 4 Neutral**Zone 2:** 7 Neutral Brown 30ml + 7-5/7R 10ml**Developer:** 7 Vol. Lotion



@CUSTOMCOASTALCOLOR

Global: 8-34/8KG

Developer: 7 Vol. Lotion



@_HAIRXMEGAN

Global: 8-4/8K 20ml + 8-34/8GK 20ml + 9-3/9G 10ml
+ Clear 10ml

Developer: 7 Vol. Lotion



@BEAUTY.AND.GRACE.NC

Global: 9 Neutral 30ml + 8-34/8GK 30ml + 7-4/7K 30ml

Developer: 7 Vol. Lotion

**@JUAHNN**

Penny Brown: 8-34/8GK 20ml + 8 Neutral Brown 20ml
 Muted Caramel: 8-32/8GI 20ml + 8 Neutral 20ml
 Rose Gold: 10 Neutral 40ml + 0-44/0KK 5ml
 Marshmallow Blonde: 9-32/9GI 30ml + Clear 10ml
 Developer: 7 Vol. Lotion

**@JENELLEPARSONSHAIR**

Pic 1: 10-12/10AI 20ml + 9-32/9GI 20ml
 Pic 2: 9 Neutral 30ml + 10-36/10GV 30ml
 Pic 3: 10-6/10V 30ml + 9-1/A 30ml
 Pic 4: 10-32/10GI 30ml + 10-6/10V 30ml
 Developer: 7 Vol. Lotion

**@JUAHNN**

Muted Bronze: 8-34/8GK 30ml + 9 Neutral Brown 30ml
 Golden Caramel: 10 Neutral 30ml + 9-32/9GI 30ml
 Sandy Beige: 9-12/9AI 20ml + 9-32/9GI 20ml + 9-36/9GV 20ml
 Pearly Blonde: 10-12/10AI 30ml + 10-6/10V 30ml + 10ml Clear

**@JUAHNN**

Salty Almond: 8-12/8AI 15ml + 8-32/8GI 15ml + 8-6/8V 15ml
 Muted Beige: 10-12/10AI 15ml + 10-36/10GV 15ml
 Golden Beige: 10-36/10GV 15ml + 10 Neutral Brown 15ml
 Melted Butter: 10 Neutral 15ml + 10 Neutral Brown 15ml
 Developer: 7 Vol. Lotion

**@KELLYMASSIASHAIR**

Image 1: 10-6/10V 30ml + Clear 30ml
 Image 2: 8-32/8GI 20ml + 9-3/9G 20ml + 9 Neutral 20ml
 Image 3: 8 Neutral Brown 15ml + 8-34/8GK 15ml
 Developers: 7 Vol. Lotion

**@KELLYMASSIASHAIR**

Image 1: 10-36/10GV 20ml + 10-6/10V 20ml
 Image 2: 10-12/10AI 20ml + 10-6/10V 20ml
 Image 3: 10-36/10GV 20ml + 10 Neutral 20ml
 Image 4: 10 Neutral 15ml + 10-36/10GV 15ml + 9-3/9G 15ml
 Developers: 7 Vol. Lotion

**@JUAHNN**

Top: Image 1: 10-12/10AI 20ml + 9-36/9GV 20ml

Image 2: 10-12/10AI 20ml + 10-6/10V 20ml + Clear 5ml

Image 3: 10-12/10AI 20ml 10 Neutral 20ml + Clear 5ml

Bottom: Image 1: 10-12/10AI 30ml + Clear 10ml

Image 2: 10-12/AI 20ml + 10-36/10GV 20ml + 10-6/10V 10ml

Image 3: 10-12/10AI 20ml + 10-6/10V 20ml

Developer: 7 Vol. Lotion

**@HAIRBYMEGANPEREZ**

Image 1: 9-3/9G 20ml + 8-43/8KG 20ml

Image 2: 8-43/8KG 20ml + Clear 20ml

Image 3: 8 Neutral 20ml + 8-36/8GV 20ml

Image 4: 10-6/10V 20ml + 10-36/10GV 20ml

Developers: 7 Vol. Lotion

**@ERINRAYHAIR**

Picture 1: 10 Neutral

Picture 2: 9 Neutral Brown

Picture 3: 9-12/9AI

Picture 4: 8-34/8GK

FEATURED ARTISTS GLOSSARY



J LADNER
@ITSMRJLADNER



ALFREDO LEWIS
@ALFREDO_LEWIS



ALI COSMO
@ALI_THEARTIST



BREANNA BOND
@HAIRXBRE



ERIN RAY
@ERINRAYHAIR



EMMANUEL ANDRADE
@EMMANUELLSTYLEZ



THOMAS MELONG
@TMELONG



MICAYLA PATTERSON
@MICAYLADOESHAIR

TESTIMONIALS

MICHELLE FAHY

HAIR GALLERY AT THE MILLS, OWNER.
TARIFFVILLE, CT, USA

We @hairgalleryatthemill love Calura Gloss for its incredible results, lasting power, and the way it makes the hair feel-silky, healthy and full of life. The exceptional shine it delivers speaks for itself.

The beautiful texture of the product results in a perfect application every time! We are also proud to support the company, Oligo, Behind Calura, whose dedication to natural, quality ingredients, innovative science, and product excellence truly sets them apart. It's more than just a gloss-it's a game changer for hair.

DANA COPELAND

FLAUNT SALON & SPA, OWNER + OLIGO TECHNICAL SPECIALIST
ORANGEVILLE, ON, CANADA

"As a salon owner and curl specialist, Oligo Calura Gloss has been a game-changer for my business. My curly clients love that it gives their hair incredible shine and conditioning without weighing down their texture. From a business perspective, it's increased guest satisfaction, retention, and referrals because clients leave with hair that looks and feels healthier than ever. It's become an essential part of our service menu at Flaunt."

MICHELLE OKLAND

AMARA - ANKENY, OWNER.
ANKENY, IA, USA

There are so many things to love about Calura gloss. I made the incredibly hard decision as a salon owner to switch from both our permanent color line and toning line to Calura permanent and Calura Gloss over the past few years. Our clients used to leave the salon over-toned or under toned with slightly dry hair. Always back for a re-tone or complaining about "Still seeing yellow." Since switching to Calura gloss our clients leave with perfectly toned hair that lasts literally from one appointment to the next. As a teaching salon who takes in many new cosmetologists a year we have really enjoyed the simplicity of teaching this line as well. The 3-10 min. toners give so much room for formulation or re-formulation if needed. I can't say enough about the smell, feel, quality, and longevity of Calura Gloss.