

WHY CALURA GLOSS VS SHADES EQ

ASK YOUR DISTRIBUTOR. **CONVERT TODAY.**

1 The Longevity lasts up to 24 washes depending on the hair characteristics	2 The Processing Time for toning is 3 to 10 minutes	3 Alcohol Free resulting in a pleasant smell and application and incredible hair condition	4 Noticeable soft feel to the hair	5 Ammonia, PPD, Gluten free
6 Apply on damp towel-dried hair for toning and on dry hair for tone-on-tone colour	7 No built in background only true tones, Longer lasting neutralization	8 Very gentle and shiny, thanks to our Shine Complex	9 Calura Gloss is available in a lotion or cream texture depending on the 7 vol. (2%) developer chosen	10 Shade Selector with tonality breakdown for every series, facilitating the shade selection

POPULAR SHADES EQ FORMULAS

CALURA GLOSS EQUIVALENT

09T + 09V	10-1/10A +10-6/10V
09P + 09V	10-12/10AI + 10-6/10V
09NB + 09P	10 Neutral Brown + 10-12/10AI
07M + 07N	7-318/7GAB
06T + 07N	7-1/7A + 7 Neutral
06NB + 07N	7 Neutral Brown + 7 Neutral
06CB	7 Neutral Brown+ 6-34/6GK + 0-33/0GG
09N + 09V + 09G + 09P	9 Neutral

Discover the **Calura Gloss Lookbook**
100+ formulas from fellow stylists

TOP TIPS FOR SUCCESS

IN CONVERTING FROM SHADES EQ TO CALURA

1	No built-in background, only true tones - If you need background add Neutral/Intense Neutral/Neutral Brown.
2	Oligo has a comparison chart to ease the transition when formulating (Ask your Distributor Sales Consultant about it).
3	When in fear add clear. Clear is a good ally when transitioning, it will not only add shine but also soften your tone.
4	Calura Gloss is half a level darker than shades EQ, formulate accordingly.
5	The Calura Gloss Lookbook is a great tool with 100+ Gloss formulas.
6	No need to process any longer than the recommended 3 to 10 minutes for toning to ensures longevity, use visual control.
7	Keep your formulas simple - No need to mix 5 tones together to achieve what you're looking for. Often 1 or 2 shades will do the trick!
8	If concerned your lowlights will go too dark, add 10% clear to your lowlight formulas and ensure proper saturation.
9	36/GV & 32/GI are cooler in Calura Gloss, add a few grams of gold to your formulas.
10	Get up to 50% White Blending using 13 VOL. (4%) + 50% Intense Neutral + 50% Target Shade.