

THE HAIR

THE STRUCTURE OF HAIR

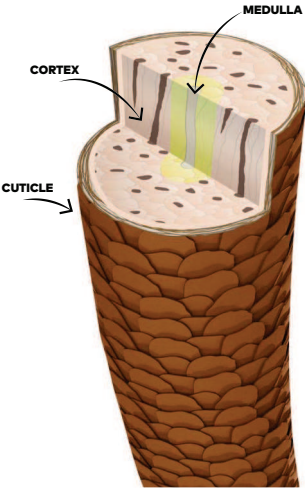
Hair is made up of 3 sections, each with a specific function:

- Cuticle** This is the outer coating and is in turn made up of 4 to 12 transparent layers, partially overlapping each other. Has a protective function and its condition gives an indication of the conditions of the hair.
- Cortex** This is the middle layer, made up of millions of fibres and microfibrils, and is responsible for the mechanical, physical and chemical properties of the hair. It is in this layer that all the chemical changes in the hair occur, including cosmetic coloring.
- Medulla** This is the most inner layer, which has no real effect on the hair.

NATURAL HAIR COLOR

- Natural color is determined by melanin, which develops in the dermal papilla and is deposited in the cortex. It is determined by three types of melanin:
- Eumelanin** Blue pigments that determine the level of color tone. They are the easiest to lift.
 - Pheomelanin** Red/yellow pigments that determine the intensity of color. They are difficult to lift.
 - Thricosiderin** Pigment that determines the intensity of copper/red tones. It is quite difficult to lift.

The amount and combination of natural pigments define the natural color. Gray hair occurs when melanocytes stop producing melanin. This causes the hair to become colorless (white).



COSMETIC HAIR COLOR

THE DIFFERENT TYPES OF COLORING

There are two ways to color hair:

DIRECT HAIR DYES

These have their own color and adhere to the cortex, without causing any chemical/physical changes. They do not require any chemical reaction with the oxidant. They last for a limited amount of time.

OXIDATION HAIR DYES (color precursors)

- These require a chemical reaction with the oxidant to create the "color carrier" molecules. They penetrate within the cortex and cause a chemical/physical change. They are long-lasting. There are 2 types of oxidation hair dyes:
- a) permanent oxidation dye, which allows up to 3 levels of lift;
 - b) tone on tone dye, with limited lifting capability.

THE EFFECT OF THE MELANIN RESIDUE ON THE COLOR RESULT

Every time that you change your hair color (using oxidation hair dye, decoloring, color removal) it is important to take into consideration the melanin residue, which is the result of the bleaching process. There are two factors that determine the melanin residue:

- A) **STARTING BASE**
- B) **VOLUMES OF OXIDANT USED**

The melanin residue can affect the color result by accentuating, neutralising or dulling the desired tone.

STARTING BASE

1 BLACK 2 DARKEST BROWN 3 DARK BROWN 4 MEDIUM BROWN 5 LIGHT BROWN 6 DARK BLONDE 7 MEDIUM BLONDE 8 LIGHT BLONDE 9 VERY LIGHT BLONDE 10 LIGHTEST BLONDE



MELANIN RESIDUE

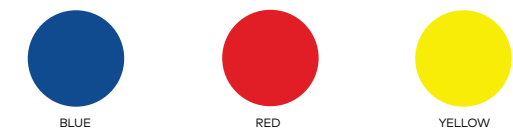
THE THEORY OF COSMETIC COLORING

COLORS AND COUNTERCOLORS

THE COLORS ARE DIVIDED INTO:

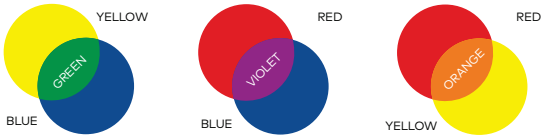
PRIMARY COLORS

These are the base for all other colors.
This means that they are not obtained by mixing other colors but that all other colors are obtained from their combination.



SECONDARY COLORS

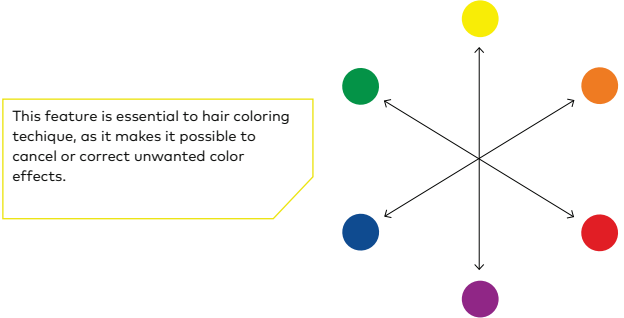
Combining two of the primary colors, secondary colors are obtained.



COMPLEMENTARY COLORS

Every color is capable of neutralizing another color.
The shades that neutralize one another are called **complementary colors**.

The primary color, **RED**, complements the secondary color **GREEN**, and vice versa.
The primary color, **YELLOW**, complements the secondary color **VIOLET**, and vice versa.
The primary color, **BLUE**, complements the secondary color **ORANGE**, and vice versa.



This feature is essential to hair coloring technique, as it makes it possible to cancel or correct unwanted color effects.

Colors are also divided into:

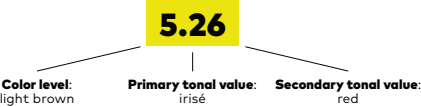
WARM COLORS	RED	ORANGE	YELLOW
COLD COLORS	GREEN	BLUE	VIOLET

THE THEORY OF COSMETIC COLORING

YELLOW PROFESSIONAL NUMBERING SYSTEM

- HOW TO READ A SHADE NUMBER:**
- the first number before the dot indicates the **color level** of the shade (1-10).
 - the first number after the dot indicates the **primary tonal value**.
 - the second number after the dot indicates the **secondary tonal value**.

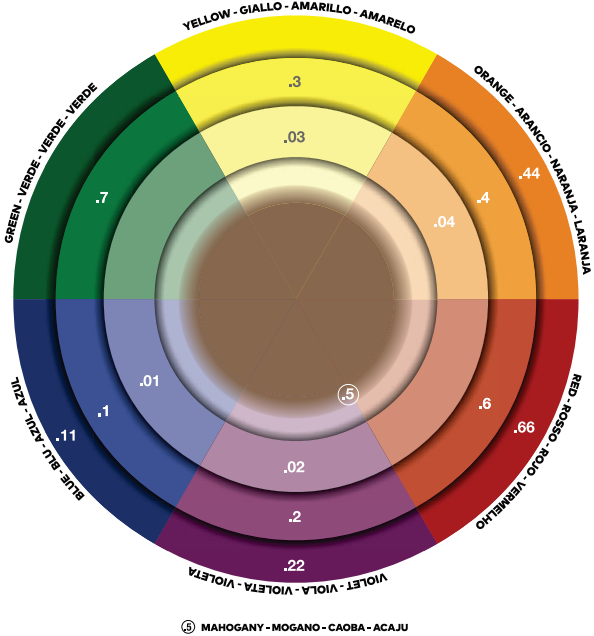
EXAMPLE



- 7.66** when the second and third number are the same, it means that the shade has an intense tone.
- 4.22S** the S following the double number after the dot indicates that the shade has a super-intense tone.
- 10.01** the 0 preceding the secondary tone indicates that the tone is desaturated and not predominant.

COLOR LEVEL	
1	BLACK
2	DARKEST BROWN
3	DARK BROWN
4	MEDIUM BROWN
5	LIGHT BROWN
6	DARK BLONDE
7	MEDIUM BLONDE
8	LIGHT BLONDE
9	VERY LIGHT BLONDE
10	LIGHTEST BLONDE

TONE VALUE	
1	ASH (BLUE BASE)
2	IRISÉ (VIOLET BASE)
3	GOLD (YELLOW BASE)
4	COPPER (ORANGE BASE)
5	MAHOGANY (RED VIOLET BASE)
6	RED (RED BASE)
7	MATTE (GREEN BASE)



COLOR

PERMANENT COSMETIC COLOR

Size: 100ml-60ml*

An amplified color result thanks to the formula with Bonding Effect, powered by Argan Oil and Aloetrix.

Yellow Professional Color protects the hair during the color service by reducing breakage, leaving it softer, shinier and more manageable.

With visible results from the very first application, especially on very damaged hair.

An incredibly rich, high-performance formula.

The perfect balance of the formula guarantees impeccable coverage of gray hair. Its low quantity of alkaline agent means that it colors the hair with extraordinary gentleness.

COLOR. PROTECT. SOFTEN.

90 shades

Mixing ratio:

1:1,5 Yellow Professional Color + Yellow Professional Peroxide

1:2 Yellow Professional High Lift + Yellow Professional Peroxide 40 Vol. - 12%



*Size available in Brazil, Colombia, Uruguay and Argentina.
Formula without animal-origin or animal-derived ingredients.

FORMULA WITH BONDING EFFECT

+69%

BONDING DENSITY*

-25%

HAIR BREAKAGE**

+72%

COMBABILITY****

96%

COSMETIC COLOR RETENTION***

+59%

SHINE**



ARGAN OIL

Renowned over the world for its **revitalizing properties**, this oil, rich in Omega 3, Omega 6 and vitamin E, restores the **hair's vitality and silkiness**.

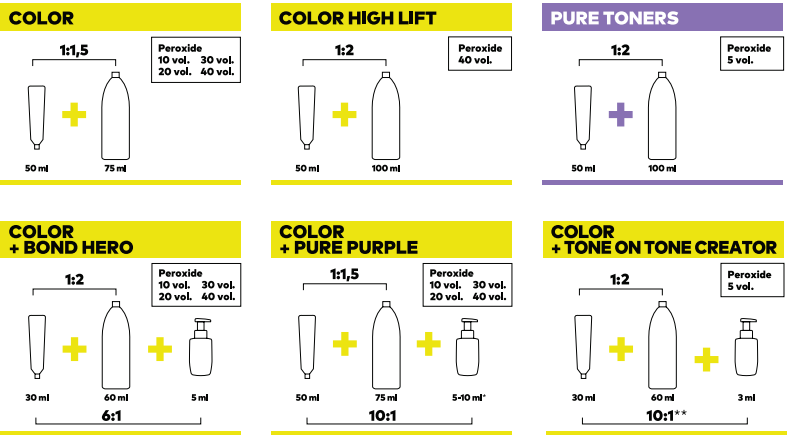
ALOETRIX

A complex of aloe vera, wheat protein and UV filter that **improves hydration and combability and protects** the outer hair fiber.

*Instrumental test measured on shade 11.00 - **Instrumental test measured on shade 6.0 - ***Even after 12 washes. Instrumental test measured on shade 7.66
****On wet hair. Instrumental test measured on shade 6.0

COLOR

MIXING RATIO AND VOLUMES



*For hair on levels 8 to 10 add 5 ml of Yellow Professional Pure Purple for every 50 ml of Yellow Professional Color mixed with the correct amount of activator, including Yellow Professional Color High Lift.
For levels 5 to 7 we recommend 50 ml of Yellow Professional Color and 10 ml of Yellow Professional Pure Purple.
**Mixing ratio 10:5 for toning partial lightening techniques to avoid lifting the natural base.

CHOICE OF PEROXIDE AND PROCESSING TIMES

OBJECTIVE	PEROXIDE	PROCESSING TIMES
Toning with Pure Toners	5 Vol. - 1.5%	10'
Demi-permanent coloring/gray coverage/toning with Tone on Tone Creator	5 Vol. - 1.5%	10-20'
Gray coverage and coloring same depth of darker	10 Vol. - 3%	25-35'
Gray coverage and 1 level of lightening	20 Vol. - 6%	35-40'
Gray coverage and 2 levels of lightening	30 Vol. - 9%	40-45'
Gray coverage and 3 levels of lightening	40 Vol. - 12%	45-50'
4 levels of lightening with High Lift	40 Vol. - 12%	50-55'
4-5 levels of lightening with High Lift + OSS	40 Vol. - 12%	50-55'

COLOR

COLOR CHART
90 SHADES

RICH NATURAL SERIES

RICH NATURAL 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

To achieve the maximum gray hair coverage with shiny results and fully respecting the tone value and desired intensity. Used on their own for a totally natural result or mixed with your chosen Fantasia shade for maximum coverage.

**RICH COOL NATURAL
4 COOL - 5 COOL - 6 COOL - 7 COOL - 8 COOL - 9 COOL**

An excellent balance of colors, all with blue base, giving shades an icy power, for ultra-natural and super cool results, with a deep soul.

INTENSE NATURAL 5.00 - 6.00 - 7.00 - 8.00 - 9.00

Perfect for an «extra strong» color effect with a uniform, compact result. Ideal for bright and shiny results. They can be mixed with the Fantasia series shades to increase their coverage.

FANTASIA SERIES

For vibrant and shiny tone values. Mix in equal amounts with Natural Series shades for total gray hair coverage.

BLUE BLACK 1.11

Rich and intense color with amazing midnight blue effect.

ASH 4.1 - 5.1 - 6.1 - 7.1 - 8.1 - 9.1 - 10.1 - 10.01

Excellent for neutralizing unwanted orange/red tones. Ideal for natural lightening effect.

INTENSE ASH 6.11- 7.11 - 8.11

Excellent for neutralizing unwanted orange/red tones. Ideal for intense cold lightening effect.

PEARL 7.21 - 8.21 - 9.2 - 9.21 - 10.21

Perfect lightening with effect of extreme natural shine. Excellent for neutralizing orange/yellow tones after a bleaching.

SAND 5.32 - 6.32 - 7.32 - 8.32 - 9.32

Rich colors with a delicate velvety/gold irisé effect.

MAHOGANY ASH 4.51 - 6.51

The natural beauty and rich tones of mahogany wood inspire two material shades, "refined" by a touch of ash. Ideal for a natural result with definite character.

BROWN 5.35 - 6.35 - 7.35

Rich dark golden mahogany tones, which enrich your natural hair, with a unique character.

DUSTY BROWN 6.7 - 7.17 - 9.17

The perfect fusion of the coolest powdery shades encapsulated in a brand new family of browns that has a refined, ultra-natural character.

CHOCOLATE 5.53 - 6.53 - 7.53

Rich golden mahogany tones, giving hair shades of chocolate.

RED 7.66

Harmonious and delicate reds for a glossy effect.

SUPER RED 5.66S - 6.66S

A vibrant and intense boost of red for a superior fiery result.

ULTRA DEEP VIOLET 4.22S - 5.22S

The most intense expression of violet/blue pigments in two pure shades, ideal for adding movement to even the darkest bases.

PURPLE RED 5.26 - 6.26

Violet/red tones, perfect for enriching and giving depth to dark bases.

COPPER 7.4 - 8.4 - 9.4 - 8.44+ - 6.45 - 7.45

Warm and captivating copper shades, offering a diverse array of delicate or intense tones.

Tips for use 8.44+ When used as an Intensifier: enriches the tones of the Copper (4) and Gold (3) series / Shades Creator: creates new colors when mixed with the other shades of the creative series of the Fantasia series. We recommend a minimum mixing ratio of 1:5. E.g.: 10 g 8.44+ with 50 g of the chosen shade.

COOL COPPER 6.41 – 8.41

All the luminosity and brightness of copper, but without being «brazen».

GOLD 5.3 - 6.3 - 7.3 - 8.3 - 9.3

Colors enriched with amazing warm golden tones.

BEIGE 7.31 - 8.31 - 9.31 - 10.31

Excellent golden/ash highlights that provide an elegant and luxurious warm tone.

BEIGE 7.13 - 8.13 - 9.13

Ash/golden highlights that provide a harmonious cool result, eliminating any unwanted yellow/orange tones.

000 LIFTING REINFORCER

A cream without pigments that **intensifies the Lifting power** of the Yellow Professional Color shades (except for High Lift), adding up to one extra level of lift.

To optimize its potential, mix the 000 Lifting Reinforcer in equal parts (1:1) with the chosen shade of Yellow Professional Color. The mixing ratio with Yellow Professional Peroxide remains 1:1,5.

Ex: 50 g Yellow Professional Color + 50 g 000 + 150 ml Yellow Professional Peroxide.

HIGH LIFT SERIES 11.00 - 11.11 - 11.20 - 11.21

Yellow Professional Color High Lift allows you to achieve **up to 4 levels** of lift, if applied to a natural base no darker than light brown (level 5). The mixing ratio is 1:2 with Yellow Professional Peroxide 40 vol./12% and leave-in time of 50-55 minutes.

Example: 50 g High Lift + 100 g Yellow Professional Peroxide 40 vol./12%

OSS SUPER HIGH LIFTING REINFORCER

Yellow Professional Color High Lift, when mixed with the OSS Super High Lifting Reinforcer, achieves **up to 5 levels** of lift on natural hair, starting with a natural base no darker than level 5. To optimize its potential, mix the OSS Super High Lifting Reinforcer in equal parts (1:1) with the chosen shade of Yellow Professional Color High Lift. The mixing ratio is 1:2 with Yellow Professional Peroxide 40 vol./12% and leave-in time of 50-55 minutes.

Es: 25 g di High Lift + 25 g di OSS + 100 ml di Yellow Professional Peroxide

INTENSIFIERS

6000 - RED INTENSIFIER

This special nuance of red tone allows to intensify the shades of the red, mahogany and copper series. For a super intense result, mix in equal amounts with the chosen Yellow Professional Color shade.

1000 – BLUE INTENSIFIER

It is a special pure blue shade, allows to intensify cool tones and create brand new mixes with other colors. Mix 1g to 15g for 60g of Yellow Professional Color depending on the desired result.

410 – ASH INTENSIFIER

This special shade has blue-grey tones that allow to accentuate the shades of the ash and pearl series, or to correct unwanted copper highlights. Based on the desired result, follow the table below:

LEVEL OF COLOR	1	2	3	4	5	6	7	8	9
Grams of 410 to add for every 50 g of Yellow Professional Color	9 g	8 g	7 g	6 g	5 g	4 g	3 g	2 g	1 g

If more than 10 g Intensifier are added to the Yellow Professional Color shade, such quantity has to be considered to calculate the quantity of Yellow Professional Peroxide.

Ex. 50 g color + 10 g intensifier + 75 ml Yellow Professional Peroxide.

50 g color + 20 g intensifier + 105 ml Yellow Professional Peroxide.