

Semi-Permanent Colour



Celeb[®]
LUXURY

MANIC PANIC[®]

VICTORIA
beauty
KERATIN
THERAPY

osmo

PRAVANA

L'ACTION
PARIS

COMPAGNIA DEL COLORE[®]

Salon in a Bottle

CRAZY COLOR[®]

Agadir[®]
Argan Oil

Cala

Star Gazer[®]

STOP FADE. EXTEND COLOR HAPPINESS

GEM LITES® COLORWASH®
for traditional color shades

WHAT IS IT?

- An innovative line of patented color depositing, sulfate-free, acid balanced, vegan shampoos called Colorwash & conditioners called Colorditioners ...Both under the brand names of Gem Lites & Viral: 10 shades in Gem Lites Colorwash, 10 Viral Colorwash, 10 shades for Viral Colorditioner with BondFix, & 10 shades for Gem Lites Colorditioner with BondFix.
- Maintains & boosts haircolor brilliance. Stops color fade & extends all hair color services.
- BondFix is a Plex-based strengthening conditioner created to rebuild hydrogen, ionic & disulfide bonds to create healthier & shinier hair. Confirmed independent testing to make hair 3x stronger in just one use!
- Pioneering new salon color category called Colorposit...much like permanent, semi & demi permanent color have been over the years
- This premium product collection is unique & nothing similar works like it

BOOST + MAINTAIN TRADITIONAL

Gem Lites Colorwash - 244ml
Cool to sunny blondes - 4 shades

WHY SHOULD A SALON USE IT?

Four artistic & income reasons

1. Allow hairdressers to do better color!...use at the sink to adjust, refine, define, tone & personalize each color look.
2. Create happier & more loyal clients!...clients can use colorwash every other day at home to keep their color salon fresh, bright & shiny to look & feel better 365 days a year.
3. Build new client referrals with better looking "on the street" color clients between salon visits
4. Make more money....Charge for colorwash & colorditioner services to build service income & simply recommend to use at home to build retail income.

WHY SHOULD SALON CLIENTS USE IT?

- To enjoy salon fresh color every day to look & feel better & receive more complements!
- To solve the ongoing experience of "color fade" by replacing & replenishing lost color with every other shampoo or conditioner by "colorpositing" Gem Lites or Viral Colorwash or Colorditioner.
- Think of it as "color insurance" to preserve the client's investment by protecting from color fade. Keep hair color looking fresh, vibrant & healthy 365 days a year!
- Protects against color fade from regular use of shampoos & conditioners
- Protects against sun & environmental damage
- Protects against heat damage from flat irons & curling irons

FRESH COLOR

Flawless Diamond
anti yellow whitener
14112

FLAWLESS DIAMOND™
ANTI-YELLOW WHITENER

5	10	15	20	alternating with shinewash
<hr/>				
1	3	6	9	consecutive washes without alternating

FRESH COLOR

Citrine
pale blonde glo
14113

CITRINE™
PALE BLONDE GLO

5	10	15	20	alternating with shinewash
<hr/>				
1	3	6	9	consecutive washes without alternating

FRESH COLOR

Sunstone
blonde
14114

SUNSTONE™
BLONDE

5	10	15	20	alternating with shinewash
<hr/>				
1	3	6	9	consecutive washes without alternating

FRESH COLOR

Cognac Quartz
caramel blonde
14115

COGNAC QUARTZ™
CARAMEL BLONDE

5	10	15	20	alternating with shinewash
<hr/>				
1	3	6	9	consecutive washes without alternating

**INTRODUCING
COLORWASH WITH
COLORPOSIT, ADDS
COLOR WHILE
CLEANSING. STOPS
COLOR FROM VISIBLE
WASHOUT & FADE**

- The colorwash difference
- high colorposit
 - high lather
 - anti-tangler
 - hi-conditioning, soft-satin hair
 - 24hr frizz & humidity control
 - 95% reduction in static
 - prevents thermal damage
 - sulfate & paraben-free

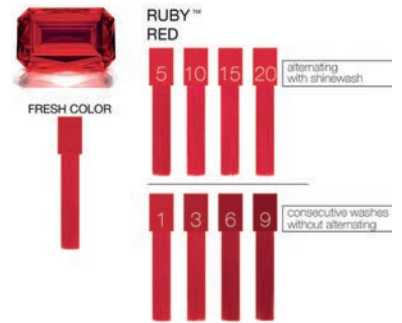
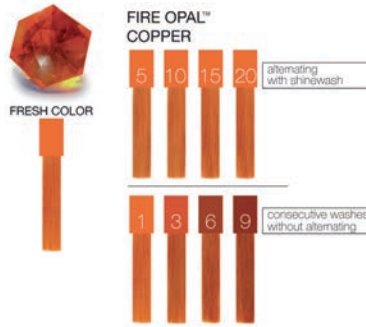
Colorwash - cleanse & color
10 amazing tones & 3 clear
for all haircolor, foil highlights & balayage
brilliant tones inspired by organic gem colors
that never fade

- gem lites colorwash cleanse & colorposit
technology
- now real rich color + hi-lather cleanse + hi-condition results
 - instantly adds rich color to hair while gently cleansing

- stops haircolor from visible washout & fade between salon visits

- In-salon uses for gem lites colorwash
- unlimited color adjustments after all color services
 - adjust faded, uneven, unwanted color
 - tone foil highlights or balayage
 - replenish color after relaxers & perms
 - re-pigment for color reversals

Reds - 3 shades



Tourmaline
strawberry
blonde
14116

Fire Opal
copper
14117

Ruby
red
14118

Warm to cool browns - 3 shades



Amber
copper
brown
14119

Brown
Diamond
sunbrown
14120

Brown
Tahitian Pearl
brassy red
eliminator
14121

Maintenance

Shinewash

high gloss gem shine, for alternative washes
14122

use as alternating shampoo to manage vibrancy, intensified, hi-gloss gem shine



Bonditioner

dual-use pre-wash or after wash, ideal for porous hair

14123
weightless moisturization from the inside out

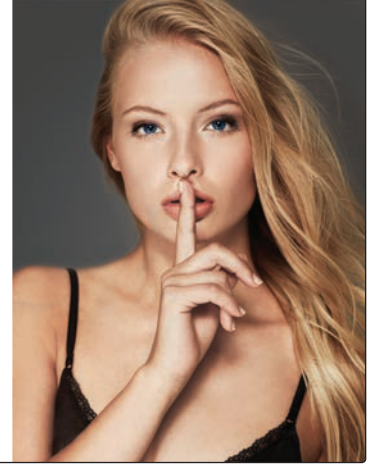


Secret Fix

anti-tangler styler, 100ml

14124

- adjusts to texture & porosity of all hair types,
- weightless condition
- leaves hair with smooth, satin feel
- provides heat protection from styling tools



Tips & Tricks

- Simply choose "gem" color on the front of the gem lites colorwash bottle that is closest to desired color.
- Continuous use adds & replenishes color, preventing haircolor from looking washed out or faded between color services.
- When your existing color formula is used over ends that are not washed out or faded, you get better color results. When you put color over good color, you get even better color!
- Use a generous amount of Gem Lites colorwash in salon to ensure sufficient color.
- Distribute colorwash product through hair before lathering.
- Use multiple applications of Gem Lites colorwash for more color.
- Use Citrine pale blonde glo to dilute Gem Lites colorwash colors.
- For copper or red that has lost depth, wash first with brown diamond sunbrown colorwash, followed by desired tone. This will replenish the lost depth & prevent hair from looking hollow.

- Only use coppers or reds on blonde hair if extremely bright tones are desired.
- Only use Brown Tahitian pearl brassy red eliminator colorwash on blonde hair if grey hair is desired.
- Leaving colorwash product on the hair will not achieve more intense results.
- Multiple applications will achieve brighter or deeper results.
- Use Gem Lites colorwash to neutralize chlorine green or well-water orange (visit www.celebluxury.com for directions).
- Blend haircolor to extensions.
- A strand test is recommended to determine color results.
- When hair has ends that are lighter or very washed out, permed or straightened, it will take on more tone.

COLOR CORRECTORS



FLAWLESS DIAMOND® ANTI-YELLOW WHITENER

COLOR TOO YELLOW



HAIR TOO YELLOW



consecutive washes without alternating



BROWN TAHITIAN PEARL® BRASSY RED ELIMINATOR

COLOR TOO BRASSY



BRASSY HAIR



consecutive washes without alternating

GEM LITES

COLOR DEPOSITING SHAMPOO



Manage your color expectations.
Maintain It. Refresh It.



01. GET STARTED

Choose the GEM on the bottle that is closest to haircolor or refer to Color Reference Guide on the back for desired tone.



02. APPLICATION

For best results apply product thoroughly on damp hair.



03. MASSAGE

Work into hair until lather lightens in color.



04. RINSE

Rinse thoroughly until water runs clear.



05. INTENSITY

Repeat steps 1-4 for more intense color.



06. THE ROUTINE

Follow with BondFix Strengthening Conditioner for 3x stronger and healthier hair.

COLOR LEVEL REFERENCE GUIDE TO MAINTAIN+REFRESH

	NATURAL	ASH	GOLD	COPPER	RED
10	CITRINE	FLAWLESS DIAMOND	SUNSTONE		
9	CITRINE	FLAWLESS DIAMOND	SUNSTONE		
8	CITRINE	FLAWLESS DIAMOND	SUNSTONE COGNAC QUARTZ	TOURMALINE	
7			SUNSTONE COGNAC QUARTZ	TOURMALINE FIRE OPAL	RUBY
6	BROWN DIAMOND		COGNAC QUARTZ	AMBER FIRE OPAL	RUBY

	NATURAL	ASH	GOLD	COPPER	RED
5	BROWN DIAMOND	BROWN TAHITIAN PEARL		AMBER FIRE OPAL	RUBY
4		BROWN TAHITIAN PEARL		AMBER	RUBY
3		BROWN TAHITIAN PEARL			RUBY
2		BROWN TAHITIAN PEARL			
1	BROWN TAHITIAN PEARL	BROWN TAHITIAN PEARL			

For hair that is already color treated. Results may vary depending on porosity and/or condition of hair.

FRESH COLOR - ALWAYS! SALONS & CONSUMERS ARE OBSESSED!

INTRODUCING **GEM LITES® COLORDITIONER** with **BONDFIX**. CONDITIONER + COLOR WITH BUILT-IN BOND REBUILDER

Boost & Maintain Traditional Color

- For colored, lightened, highlighted or fragile hair
- Use at basin to tone, adjust, refine & personalize color
- Maintain client color at home
- Stops haircolor washout & fade
- 8-10 Applications in one bottle
- Use less product get more value
- Color with less damage & breakage

244ml

Celeb®
LUXURY



BLONDES

Flawless Diamond
Eliminates Unwanted Yellow
15004

Silvery Diamond
Eliminates Unwanted Yellow
15005

Sunstone
Blonde
15006

Sandy Opal
Sandy Blonde (new neutral)
15007



REDS

Fire Opal
Copper
15008



FADED COPPER

1-2 MINS



BROWNS

Cocoa Quartz
Light Brown (new neutral)
15011



FADED LIGHT BROWN

1-2 MINS



Ruby
Red
15009



FADED RED

1-2 MINS



Star Sapphire
Natural Brown (new neutral)
15012

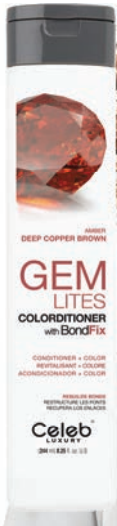


FADED NATURAL BROWN

1-2 MINS



Amber
Copper Brown
15010



FADED COPPER BROWN

1-2 MINS



Brown Tahitian Pearl
Eliminates Unwanted Red
15013



UNWANTED RED

1-2 MINS



GEM LITES

COLORDITIONER WITH BondFix™



Hybrid Color Deposit Conditioner with Built-In Bond Repair.
Manage your Color Expectations.
Maintain It. Refresh It.



01. GET STARTED

Choose the GEM on the bottle that is closest to hair color or refer to Color Level Reference Guide for desired tone.



02. APPLICATION

For best results apply product thoroughly on clean damp hair.



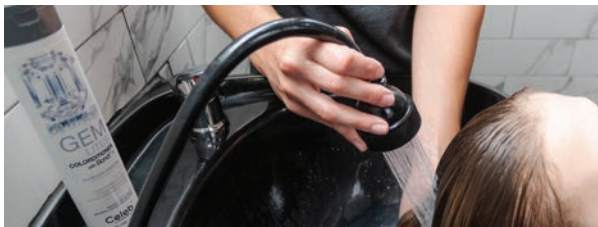
03. MASSAGE

Work throughout the hair for even distribution.



04. WAIT

To Maintain Color 2-5 min. To Refresh Color 5 min.



05. RINSE

Rinse thoroughly until water runs clear.



06. INTENSITY

Repeat steps 1-4 for more color intensity.

COLOR LEVEL REFERENCE GUIDE TO MAINTAIN+REFRESH

	NATURAL	ASH	GOLD	COPPER	RED
10	SANDY OPAL	FLAWLESS DIAMOND SILVERY DIAMOND	SUNSTONE		
9	SANDY OPAL	FLAWLESS DIAMOND SILVERY DIAMOND	SUNSTONE		
8	SANDY OPAL	FLAWLESS DIAMOND SILVERY DIAMOND	SUNSTONE		
7	SANDY OPAL	SILVERY DIAMOND	SUNSTONE	FIRE OPAL	RUBY
6	COCOA QUARTZ			AMBER FIRE OPAL	RUBY

	NATURAL	ASH	GOLD	COPPER	RED
5	COCOA QUARTZ	BROWN TAHITIAN PEARL		AMBER FIRE OPAL	RUBY
4	STAR SAPPHIRE	BROWN TAHITIAN PEARL		AMBER	RUBY
3	STAR SAPPHIRE	BROWN TAHITIAN PEARL			RUBY
2	STAR SAPPHIRE	BROWN TAHITIAN PEARL			
1	BROWN TAHITIAN PEARL	BROWN TAHITIAN PEARL			

For hair that is already color treated. Results may vary depending on porosity and/or condition of hair.

VIRAL® COLORWASH®

BOLD TONES

for personality color shades

instant, creative, cost-effective with no mess

7 extreme colors & 3 pastels & 3 clear

for all haircolor, foil highlights & balayage

bold color on pre-lightened hair or jewel-tones on

deeper colors

Viral colorwash with patent-pending, cleanse + colorposit technology

- now real bold color + hi-lather cleanse + hi-condition results
- instantly adds bold, power color to hair while gently cleansing
- stops haircolor from visible washout & fade between salon visits

CREATE. BOOST + MAINTAIN VIVID COLOR

Viral Extreme Colorwash® - 244ml

Extreme Silver Colorwash®

PRE-LIGHTENED PALE BLONDE

5 10 15 20 alternating with moisturewash

1 3 6 9 consecutive washes without alternating

Silver 14125

Extreme Yellow Colorwash®

PRE-LIGHTENED PALE BLONDE

5 10 15 20 alternating with moisturewash

1 3 6 9 consecutive washes without alternating

Yellow 14126

Extreme Teal Colorwash®

PRE-LIGHTENED PALE BLONDE

5 10 15 20 alternating with moisturewash

1 3 6 9 consecutive washes without alternating

Teal 14127

Extreme Blue Colorwash®

PRE-LIGHTENED PALE BLONDE

5 10 15 20 alternating with moisturewash

1 3 6 9 consecutive washes without alternating

Blue 14128

Extreme Purple Colorwash®

PRE-LIGHTENED PALE BLONDE

5 10 15 20 alternating with moisturewash

1 3 6 9 consecutive washes without alternating

Purple 14129

Extreme Red Colorwash®

PRE-LIGHTENED PALE BLONDE

5 10 15 20 alternating with moisturewash

1 3 6 9 consecutive washes without alternating

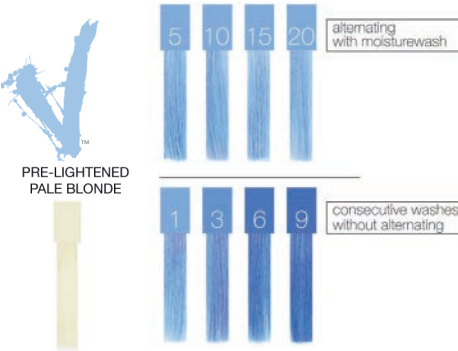
Red 14130

Extreme Hot Pink Colorwash®



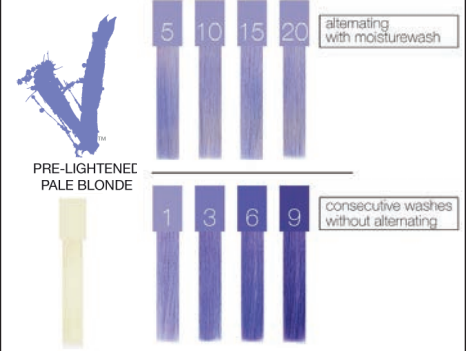
Hot Pink
14131

Pastel Baby Blue Colorwash®



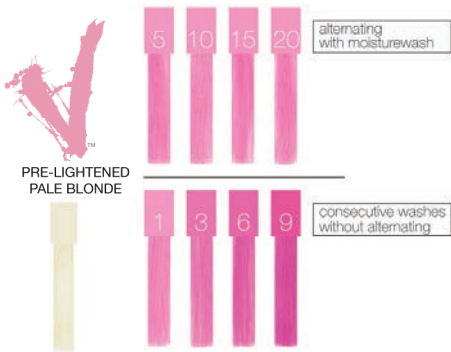
Baby Blue
14132

Pastel Lavender Colorwash®



Lavender
14133

Pastel Light Pink Colorwash®



Light Pink
14134

Maintenance

Viral Extreme Smoothing Styler
100ml
Leave-in conditioner, anti-tangler, hi-gloss shine, heat protection
14137



BondFix™

Strengthening Conditioner
Rehydrate & strengthen bleached, lightened, fragile or dry hair.
Strengthens & rebuilds bonds deep within the cortex of the hair fiber.
Durable deep conditioning, fast absorbent, non-coating, extreme detangling, reduces breakage. Protects against dry hair & prevents damage.

Significantly reduces porosity in processed hair, leaving hair 3 x stronger for up to 5 washes. Continued use at home leaves hair stronger & stronger.
177.4ml
14798



Viral Extreme Moisturewash™
clear, beyond hydrating for alternative washes
14135

Viral Extreme Blonditioner™
Moisture+condition, for dry, pre-lightened hair
14136

bondurance™ complex proprietary technology, penetrates into the hair, providing moisturization from the inside out

VIRAL

COLOR DEPOSITING SHAMPOO

Celeb
LUXURY

Manage your color expectations.
Maintain It. Refresh It. Create It.



01. GET STARTED

To choose your color, refer to swatch sheet on the back. Full color intensity: use on evenly pre-lightened, platinum hair. Add a hint of color: Less color intensity on light blonde to medium brown hair or highlights.



03. MASSAGE

Work into hair until lather lightens in color.



05. INTENSITY

Repeat steps 1-4 for more intense color.



02. APPLICATION

For best results apply product thoroughly on damp hair.



04. RINSE

Rinse thoroughly until water runs clear.



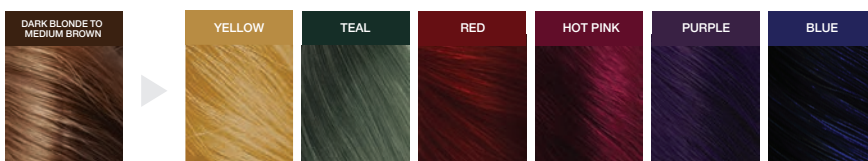
06. THE ROUTINE

Follow with BondFix Strengthening Conditioner for 3x stronger and healthier hair.

FULL COLOR INTENSITY.



A HINT OF COLOR - LESS COLOR INTENSITY.



For pre-lightened or color treated hair. Results may vary depending on porosity and/or condition of hair.

VIRAL® STRENGTHENING COLORDITIONER WITH BONDFIX

BondFix TECHNOLOGY

1 application for 3 x STRONGER HAIR

With continued use at home makes hair stronger & stronger

BondFix REBUILDS, REGENERATES & REPAIRS BLEACHED, LIGHTENED OR FRAGILE HAIR

Viral Colorditioner with BondFix can be used as a color maintenance at-home product, conditioning tone booster, or conditioning color to achieve accurate, faster, more cost effective & creative results.

Viral Colorditioner products are designed to make all of your colors brighter, bolder, more vibrant & to take all of your creative color services to the next level.

WHY IT WORKS

BondFix 3 x stronger hair:

- rebuilds disulphide bonds, hydrogen & ionic bonds within the structure of the hair
- penetrates deep into hair fibres to heal & strengthen fragile, lightened hair from the inside out
- continual bond building with normal use
- Bondurance: delivers durable conditioning, extreme detangling & reduces breakage for up to five washes

WHAT IT DOES

- Colorposit: Deeper, more intense color with multiple applications, preventing hair from looking faded
- SemiTemporary Color: the more often you use it, the less temporary it is
- Toner: for foil highlights, special effects or balayage
- Tone Booster: intensify or change the tone of lightened hair or any vivid or pastel color brand

CREATE + MAINTAIN VIVID COLOR

10 shades - 244ml

Blue 14138



Purple 14139



Red 14140



Magenta 14141



Green 14142



Turquoise 14143



Lilac 14144



Coral 14145



Rose Gold 14146



Silver 14147



VIRAL

COLORDITIONER WITH BondFix

Celeb
LUXURY

Hybrid Color Deposit Conditioner with Built-In Bond Repair.
Manage your Color Expectations.
Maintain It. Refresh It. Create It.



01. GET STARTED

To choose your color, refer to swatch sheet on the back. Full color intensity: use on evenly pre-lightened, platinum hair. Add a hint of color: Less color intensity on light blonde to medium blonde hair or highlights.



03. MASSAGE

Work throughout the hair for even distribution.



05. RINSE

Rinse thoroughly until water runs clear.



02. APPLICATION

For best results apply product thoroughly on clean damp hair.



04. WAIT

To Maintain Color 2-5 min. To Refresh Color 5 min.
To Create Color 20 min on dry hair.



06. INTENSITY

Repeat steps 1-4 for more color intensity.

FULL COLOR INTENSITY.



A HINT OF COLOR - LESS COLOR INTENSITY.



For pre-lightened or color treated hair. Results may vary depending on porosity and/or condition of hair.

INTRODUCING COLOR + CLENDITIONER™ - A keratin based sulfate & paraben-free conditioning cleanser that infuses hair strands with color with every wash. This versatile 3-in-1 product can be used on wet or dry hair to endlessly color, refresh & tone.

Color - Add stunning hues to find that old 'do! Hair that has been pre-lightened to a level 7 or higher. Can be left on for 3-20 minutes.

Refresh - Kick up that color in between salon services - Perfect for maintaining colors in between salon visits.

Fabulous as a toner, that's a right, a toner! Silver, Silver Blue, Honey & Platinum can all be used to tone unwanted pigments at the shampoo bowl.

To Achieve your desired tone... multiple applications may be necessary depending on the starting tone of the hair & the shade used.

Once you reach your desired tone... alternate with Clenditioner. Traditional shampoo will fade color.

To Remove Color + Clenditioner... we suggest using a clarifying shampoo or a direct dye remover for more stubborn tones.

Results may vary based on:

- The starting color of the hair
- Hair porosity
- If hair has been previously lightened

Hair at a level 7 or higher will have the best results. Virgin/grey hair may need more consecutive washes/longer processing time to achieve desired tone.

All formulas are vegan, gluten-free, sulfate-free, paraben-free & have not been tested on animals.

THE COLOR LINE-UP

VIVIDS
355ml

Blue 16209 Teal 16210 Emerald 16211 Hot Pink 16212 Purple 16213

NEW!

PASTELS
355ml

Silver Blue 16214 Rose Gold 16215 Light Pink 16216 Mint 16217 Silver 16218

NEW!

NATURALS
355ml

Platinum 16219 Honey 16220 Copper 16221 Red 16222 Mocha 16223

NEW!



Custom Cocktails



Here are a few of our favorite Color + Clenditioner combos!

Mauve Quartz

1 PUMP + 1 PUMP =

Rose Gold + Mint

Chili Red

2 PUMP + 1 PUMP =

Copper + Red

Raspberry Cream

1 PUMP + 1 PUMP =

Hot Pink + Rose Gold

Rockin' Ruby

1 PUMP + 2 PUMP =

Purple + Rose Gold

Frosted Blonde

2 PUMP + 1 PUMP =

Silver + Platinum

Flamingo Pink

2 PUMP + 1 PUMP =

Hot Pink + Red

Magenta Punch

1 PUMP + 1 PUMP =

Hot Pink + Purple

Aqua Blue

1 PUMP + 1 PUMP =

Teal + Emerald

Iced Lavender

1 PUMP + 3 PUMP + 3 PUMP =

Purple + Silver + Clenditioner

Iced Mint

2 PUMP + 2 PUMP + 2 PUMP =

Silver + Platinum + Mint

Peachy Ginger

1 PUMP + 3 PUMP + 3 PUMP =

Copper + Light Pink + Clenditioner

Pink Panther

1 PUMP + 3 PUMP + 1 PUMP =

Hot Pink + Light Pink + Copper

For more tips and color inspiration check out #Keraworld on Instagram

1 Litre Back Bar Options



Rose Gold
16227

Light Pink
16229

Silver
16230

Purple
16231

Platinum
16232

Honey
16233



DAILY USE PRODUCTS

Clenditioner™

An everyday 2-in-1 non-lathering cleansing conditioner that cleanses the hair & scalp. Its Krystal Color Complex™ neutralizes harmful minerals found in tap & well water & prevents hard water discoloration in colored or non-colored hair. The low pH (level 4) & keratin base helps close the cuticle to lock in color & moisture.



355ml
16224

1 litre
16228

Purify Plus

A leave-in conditioner designed for medium to coarse textured hair.

Helps detangle & smooth fly-aways, helps evade fading on recently colored hair.

Can also be used as a primer before any color service & makes for a great cutting lotion.

Locks in color with better retention, vibrancy and shine with Krystal Color Complex™.
207ml
16226



Purify Plus Lite

Has all the properties as Purify Plus but is designed for fine to medium hair & contains a weightless volumising agent.
207ml
16225



Kerachroma Toning Drops

Turn any shampoo, conditioner or cream based styling product into a toner!

Enhance pigments or neutralize unwanted tones while adding a boost of pigment & shine.

Add to any Color + Clenditioner to create endless custom cocktails.
60ml



Violet
16234



Gold
16235

NEW!

Kerachroma Toning Drops

Turn any Shampoo, Conditioner, or Cream based styling products into a Toner! These new drops can be rinsed out or left in the hair!

Enhance pigments or neutralize unwanted tones while adding a boost of pigment and shine!

Giddy for Golden Tones?



Keratin infused to rebuild hair from the inside out. Packed with coconut and castor oils to provide hydration, strength and moisture while sealing damaged cuticles.



Add to any Color + Clenditioner to create endless custom cocktails!

Violet and Golden Drop Toning Guide

COLOR TO START	MAKE IT SUBTLE		BRING IT DEEP		TAKE IT TO THE MAX	
	Leave In	Rinse Off	Leave In	Rinse Off	Leave In	Rinse Off
PLATINUM	1	1	1-2	1-3	1-3	2-4
LIGHT BLONDE	1-2	1-3	1-2	3-5	1-3	4-6
MEDIUM BLONDE	2-3	2-4	3-5	3-6	3-6	5-8
DARK BLONDE	3-4	3-5	5-8	5-8	5-9	7-10
BROWN WITH BLONDE STREAKS	4-6	4-6	5-8	6-10	5-9	7-10

Use 1-3 drops for subtle toning results or 4-10 for deeper toning. Ideal for cream based products, mix with product of your choice in the palm of your hand before applying to hair.

Ice Blondes Got You Hot?



For more tips and color inspiration check out #Keraworld on Instagram

Use without any addition of any other substance. For exotic, vibrant colors, hair must be porous, bleached or tinted before application.

31 neutral mix
Use this in any of the vibrant colours to create a pastel shade
250ml
11132

Shelf swatch strip 6558

Colour chart swatches, 26 shades (A4)
5223



Colour chart paper, 26 shades
5224



Mini colour swatch chart, 26 shades (A5)
11138



Twisted Trio Kit
Contains:
1 x 11129
1 x 11130
1 x 11131
11137



Crazy Color Starter Palette Kit

Contains 6 of the most popular Crazy Color shades:
 - fire
 - capri blue
 - pinkissimo
 - hot purple
 - cyclamen
 - emerald green
 PLUS: 1 x 250ml Neutral mix
 PLUS: 1 x Paper Colour Chart
11136



28 piece display with header card
11140



Shop merchandising unit (2 shelves), holds 78 Crazy Colour bottles per shelf, with 28 colour swatches
11127



Crazy Color Bleaching Kit

Consists of:
 - Disposable gloves
 - Mixing bowl
 - Spatula
 - Tint brush
 - 2 x dust-free bleach sachets
 - 100ml 30 volume peroxide
 - Instruction leaflet
11126



GO NEON! 4 UV Reactive Shades, 100ml



Anarchy UV 14477
 Caution UV 14478
 Rebel UV 14479
 Toxic UV 14480



Neon Quad Kit
 1 of each shade
14481

ONE STEP COLOR REMOVER, 45g

BACK TO BASE
 Take clients from roaring rainbows & pretty pastels back to their original blonde base in just 30 minutes or less, this creamy, non-drip formula will remove existing direct dyes & take hair back to its pre-lightened blonde state.

Key ingredients: Kaolin Clay, the earth's natural cleanser that gently removes impurities without stripping natural oils
Must be used on 5, 10 or 20 volume peroxide. Will not work on permanent colour.
 45g
14482



Metallics - by Crazy Color, 100ml



Sapphire 13833
 Ice Mauve 13834
 Rose Gold 13835
 Slate 13836

Swatch Chart
14148



Quad Collection, contains 1 of each
13832



#BELIEVETHEHYPE

5 Pure & ultra-concentrated pigments. Pigments that can be added to any salon service. Allows you to create endless color combinations.

Other uses for HYPE Pigments include:

PREPIG - Whisk one pump of HYPE Pigments in lukewarm water & spray onto hair for color correction

OXIDATIVE - Add 1-3 pumps of HYPE Pigments to oxidative color mix to intensify, add radiance & deepen tones

STYLING - Mix 1 pump of HYPE Pigments with wax, corruptor & sculpting paste to create colored unisex styling & hold

LEAVE-IN - Mix 1 pump of HYPE Pigments with leave-in conditioner to create custom leave-in spray color 50ml



Purple
15929



Blue
15930



Pink
15931



Yellow
15932



Red
15933

Crazy Color Pastel Spray, 250ml

Add a fun twist of colour to any shade of blonde hair with the Crazy Color Pastel Spray, a vibrant selection of ready-to-use, temporary hair colour sprays with built-in colour pigment. Easy-to-use & safe, these sprays are ammonia- and peroxide-free, ensuring no damage is caused to your hair. This temporary formula lasts up to three washes & is perfect for special occasions or events. Built-in colour pigment to add a fun twist to blonde hair. Imparts pastel colour shades. NEW shade for blonde hair. Spray in, blowdry, go. Lasts up to 3 washes



Bubblegum
13828



Marshmallow
13830



Graphite
14476



Peachy Coral
13829



Lavender
13831

ULTRAVIOLET

No Yellow Shampoo

100% sulfate-free treatment shampoo specifically formulated for use on super-lightened, grey or bleached hair.

Super-strength ultraviolet pigments to help banish unwanted yellow or brassy tones.

The perfect partner in creating a clean blonde base for colour application.

250ml
14149



Crazy Color Hair Care

Hair Color Care - Vibrant Shampoo, 250ml

Designed to maintain vibrant hair color & is the perfect partner to Crazy Color semi-permanent hair color cream. Salt & sulfate-free formula. Available in 4 vibrant shades. Helps to preserve the boldness & vibrancy of Crazy Color. Infused with protein blend.

Frequent use will help to seal & smooth the hair shaft for optimum color vibrancy.



Red
13281



Blue
13282



Purple
13283



Pink
13284



Rainbow Care Deep
Conditioner
13285

Crazy Color Hold Up Color Extending Shampoo

Specially formulated shampoo for coloured hair. Revives colour for longer lasting results. Salt & sulphate-free & vegan friendly. Suitable for all shades.

250ml
16147



From the leader in creative color since 1977, the long-awaited revolutionary formula created exclusively for professionals!

REVOLUTIONARY SEMI-PERMANENT GEL HAIR COLOR FORMULA - 90ml

- Semi-translucent gel formula for a stained glass-like application
- Gentle acidic formula - helps to close the hair's cuticle
- Gel base aids in colour placement accuracy
- Apply this colour to damp hair - NOT SOAKING WET

Formulated to identify & bond with hair fibres. The color molecule mimics the hair fibre resulting in:

- Maximum color longevity
- Color that lasts up to 40+ washes
- True fade-on-tone results
- Even distribution of colour molecules, higher deposit & absorption of the dye

NO DEVELOPER REQUIRED

- High quality ingredients
- 100% vegan, cruelty-free formula
- No ammonia, no resorcinol, no parabens, no phthalates, no PPD's, no gluten
- Vegan Lactic Acid: conditions, moisturizes & strengthens hair to prevent breakage
- Castor Seed Oil: smoothes split ends & improves moisture retention to create shiny, healthier looking hair



RED VELVET™
BRIGHT CHERRY RED
USE ON LEVEL 7+

SOLAR YELLOW™
MEDIUM TRUE YELLOW
USE ON LEVEL 8+

SERPENTINE™ GREEN
MEDIUM TRUE GREEN
USE ON LEVEL 6+

BLUE BAYOUT™
MEDIUM TURQUOISE
USE ON LEVEL 9+

BLUE VELVET™
DEEP VIOLET-BASED BLUE
USE ON LEVEL 9+

CELESTINE™ BLUE
DEEP ROYAL BLUE
USE ON LEVEL 6+

VELVET™ VIOLET
SOFT BLUE-BASED VIOLET
USE ON LEVEL 8+

PRO-PASTEL-IZER®
(Mixer for lightening or Pastel-izing® any of the Manic Panic® Professional shades)

LOVE POWER™ PURPLE
MEDIUM PINK-BASED VIOLET
USE ON LEVEL 9+

SMOKE SCREEN™
VIOLET BASED GREY
(Can be used alone, or for mixing to create smoky & metallic shades)

PUSSYCAT™ PINK
BRIGHT BUBBLEGUM PINK
USE ON LEVEL 10+

DIVINE WINE™
MEDIUM PINK-BASED RED
USE ON LEVEL 7+



WARM SHADES

SOLAR YELLOW™
MEDIUM TRUE YELLOW
USE ON LEVEL 8+
15664



RED VELVET™
BRIGHT CHERRY RED
USE ON LEVEL 7+
15659



DIVINE WINE™
MEDIUM PINK-BASED RED
USE ON LEVEL 7+
15660

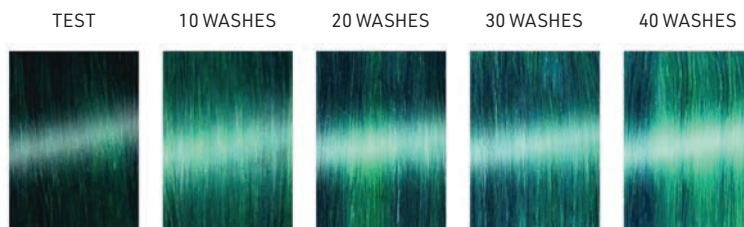


PUSSYCAT™ PINK
BRIGHT BUBBLEGUM PINK
USE ON LEVEL 10+
15661

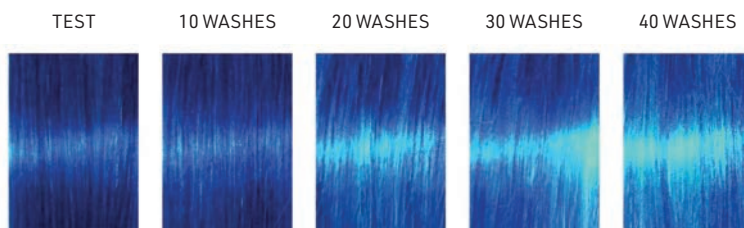


COOL SHADES

SERPENTINE™ GREEN
MEDIUM TRUE GREEN
USE ON LEVEL 6+
15665



BLUE BAYOU™
MEDIUM TURQUOISE
USE ON LEVEL 9+
15666



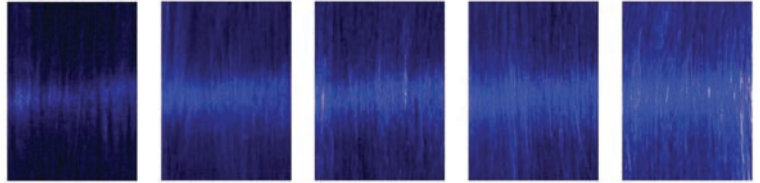


COOL SHADES

BLUE VELVET™
DEEP VIOLET-BASED BLUE
USE ON LEVEL 9+
15667



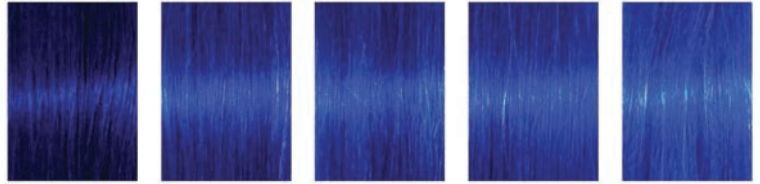
TEST 10 WASHES 20 WASHES 30 WASHES 40 WASHES



CELESTINE™ BLUE
DEEP ROYAL BLUE
USE ON LEVEL 6+
15668



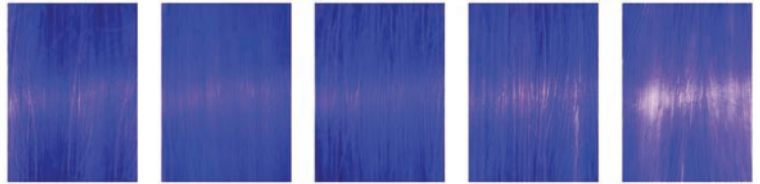
TEST 10 WASHES 20 WASHES 30 WASHES 40 WASHES



VELVET™ VIOLET
SOFT BLUE-BASED VIOLET
USE ON LEVEL 8+
15669



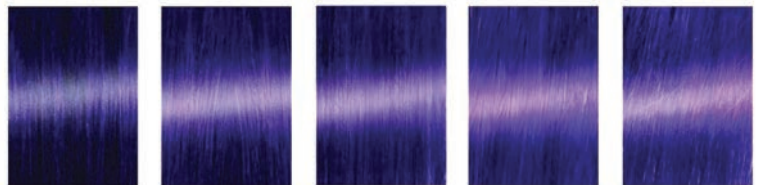
TEST 10 WASHES 20 WASHES 30 WASHES 40 WASHES



LOVE POWER™ PURPLE
MEDIUM PINK-BASED VIOLET
USE ON LEVEL 9+
15663



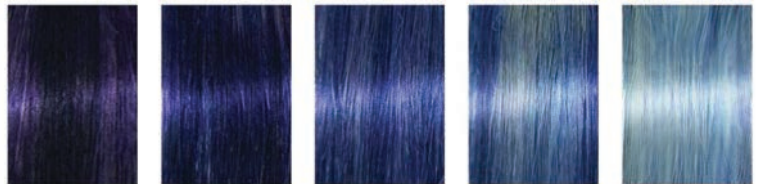
TEST 10 WASHES 20 WASHES 30 WASHES 40 WASHES



SMOKE SCREEN™
VIOLET BASED GREY
(Can be used alone or for mixing to
create smoky & metallic shades)
15662



TEST 10 WASHES 20 WASHES 30 WASHES 40 WASHES



PRO-PASTEL-IZER®
Mixer for lightening or Pastel-izing® any of the
Manic Panic professional shades
15670



Semi-Permanent Colour Ring
16168



**HIGH VOLTAGE® CLASSIC
SEMI-PERMANENT HAIR COLOR CREAM
118ml**

All the colors you know & love in the High Voltage® Classic Cream formula, plus the revolutionary Mixer Pastel-izer®. Classic colors give you rich, bold color that lasts 4-6 weeks. Fades gradually with each shampoo. Conditions as it colors. Hair must ideally be lifted to a level 10 blonde to achieve the best results.

**CRUELTY-FREE.
TESTED ON CELEBRITIES,
NOT ANIMALS.™**



High Voltage Tuft Colour Chart
16166

HIGH VOLTAGE® CLASSIC SEMI-PERMANENT HAIR COLOR

GLOWTONES - these colors Glow under Black UV Light
118ml



HIGH VOLTAGE® CLASSIC SEMI-PERMANENT HAIR COLOR - CREAMTONES - Perfect Pastels
118ml



HIGH VOLTAGE® CLASSIC SEMI-PERMANENT HAIR COLOR - SILVERTONES
118ml



Blue Steel
15771

Silver Stiletto
15796

MANIC® MIXER/PASTEL-IZER®
118ml

GUILT-FREE GLAMOUR!®
Blend the award-winning Manic® Mixer/Pastel-izer with any color to achieve a lighter, pastel tint that is totally on-trend.

This product works best when you use a whole jar of Pastel-izer® with just a few drops of your desired color.
15798



AMPLIFIED HAIR COLOR SPRAY - 100ml

No bleaching required, works on all types of hair
Use as a root touch up or to refresh your creative color
Sprays in & washes out



Candy Floss Pink
15754

Wildfire
15755

Blue Angel
15756

Silver Stiletto
15758

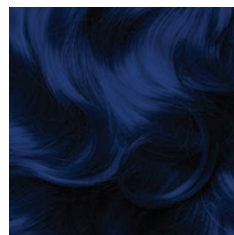
Mystic Heather
15759

Stardust
15760

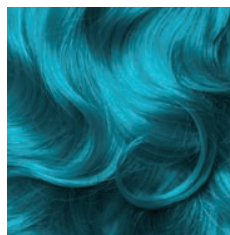
**AMPLIFIED™ FORMULA - 118ml
Semi-Permanent for 8-10 weeks**

The Amplified™ formulation delivers semi-permanent colour that lasts 30% longer than the High Voltage® Classic

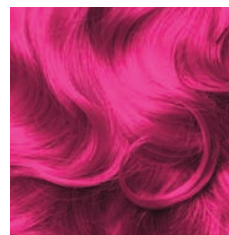
Amplified Tuft Colour Chart
16167



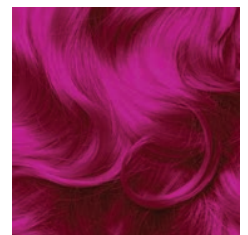
After Midnight
15813



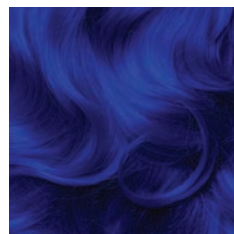
Atomic Turquoise
15814



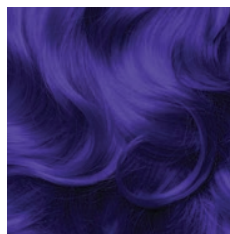
Cotton Candy Pink
15815



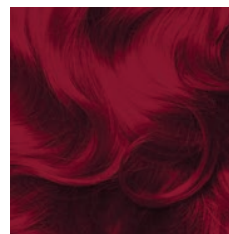
Hot Hot Pink
15816



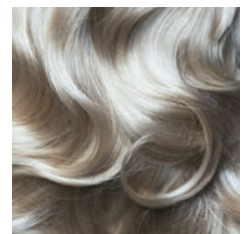
Rockabilly Blue
15817



Ultra Violet
15818

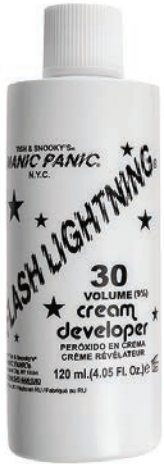


Vampire Red
15819



Virgin Snow Toner
15820

FLASH LIGHTNING® KIT
 Complete Hair Lightening Kit
 Contains:
 - Dust-free bleach powder
 - 30 vol cream developer
 - Gloves
 - Cap
 - Tint brush
 - Mixing dish
 - Step-by-step instructions
 16148



PREPARE TO DYE CLARIFYING SHAMPOO
 - pH level of 7.8 to open the cuticle to prepare the hair for optimal color deposit
 - Blend of surfactants & bonding ingredients helps remove excess oils, styling product build-up & hard water residue for a deep clean
 - Promotes healthy scalp & hair
 236ml
 16149



NOT FADE AWAY COLOR SAFE SHAMPOO
 - pH balanced & sulfate-free helps extend life of vibrant hair color
 - Antioxidants help promote healthy hair & scalp
 - Sunflower seed extract helps keep hair shiny, moisturized & full of volume
 236ml
 16150



KEEP COLOR ALIVE COLOR SAFE CONDITIONER
 - Quinoa protein keeps hair shiny & full of volume
 - Detangles & moisturizes
 236ml
 16151



Direct dye/semi-permanent colours suitable for all hair types, both NATURAL & COLOURED. These masks nourish & polish the hair, giving intense & shiny shades. Limitless shade & lightness possibilities.

The Neutral mask (13785) can be mixed with any of the other colours, giving unlimited colour combinations & pastel levels.

CDC Colour Masks Colour Chart
(not shown)
13787

For amazing shine & brightness, use Neutral on its own.
250ml



CDC Colour Mask

An exotic mix of colours, shades & vitamins that allows you to customise, enhance the colour & give incredible shine to hair.

The molecular structure of the pigments allows maximum penetration & adhesion to hair.

Also contains sun filters to protect colour. Colour Mask revives, intensifies & adds depth to natural, coloured & streaked hair.

Restores intense tones to dull & lifeless hair.

Lasts for 3 to 5 washes.
300ml



Gold
For blond reflexes
6805



Caramel
For natural & coloured hair
6806



Ultra Silver for stubborn yellow tones, great for all blondes, specifically formulated for South African conditions
10325





Re-energise your salon colour & help fight the fade with this intensive colour conditioning cream. With a superfast 3 minute processing time, hair colour is refreshed & vibrancy restored. Intensely nourishing, infused with avocado oil to nourish & protect hair, linseed oil to help protect against colour fade. The perfect in-salon extension treatment to a wash & blowdry.

AVAILABLE IN 8 AMAZING SHADES
225ml



Platinum Blonde
14466



Violet
14467



Cool Brown
14468



Intense Copper
14469



Purple Rouge
14470



Warm Chestnut
14471



Radiant Red
14472



Hot Pink
15921



Colour Strut Card
16170

Root Concealers

CALA
Gray Hair & Root Touch Up Stick, 6g
Blends color evenly. Long-lasting, water-resistant. Will not clump hair.



Medium Brown
15396



Dark Brown
15397



Dark Black
15398



Root Concealers

COLORSMASH - Color Kissed Hairspray

Delivers color uniformly to hair using a specially formulated & nutrient enriched dye. Translucent color envelops the hair but does not penetrate the cuticle, giving you the look & feel of permanent vibrant colour without the commitment or damage. Washes out easily & can be removed in up to 3 washes if desired. Once dry, will not stain hands, clothing or bedding. Made in USA.

COLORSMASH
COLOR KISSED HAIRSPRAY



29.5ml

130ml

Indigo
13103

Indigo
13070

Violet
13072

Pink
13071

The only instant hair care & temporary make-up for your hair by Hair Flash, Made in USA

HAIR FLASH
COLOR
MAKE-UP YOUR HAIR®



Dark Brown
12559

Light Blond
13106

Golden Blond
13107

Copper Red
13108

Light Brown
13109

Men's Brown
13146

The best solution for the in-between stage between salon visits - 90ml

- immediate coloring effect
- adds tonal shades
- protects & nourishes
- covers roots, touch-up
- illuminates hair in seconds
- washable

TOUCH OF COLOR by ARDELL®

An easy & versatile way to instantly cover grey roots. Rich, true-to-life color provides instant touch-ups between appointments. Quick-drying formula, washes out easily. No flaking or color transfer. 6ml



Black
12632

Dark Brown
12633

Light Brown
12634

ARDELL

Agadir

Root Concealer, 57g
Temporary touch-up spray for grey coverage

Agadir
Argan Oil



Black
13994

Dark Brown
13995

Medium Brown
13996

Light Brown
13997

COLOUR2GO: A! ABSOLUTE SEMI PERMANENT HAIR STICK - easy to apply, easy to wash out



Jet Black
10g
8706

Dark Brown
10g
8709

Black Brown
10g
8708

Natural Brown
10g
8710

Light Brown
10g
8711

BYE BYE SOLUTIONS - L'Action

Semi-permanent touch-up, 6ml Covers grey hair & discoloured roots. Little by little hair adopts the dye, making it last longer at each new application 6ml

Black
7644
Dark Brown
7645



L'ACTION
PARIS

Root Concealers

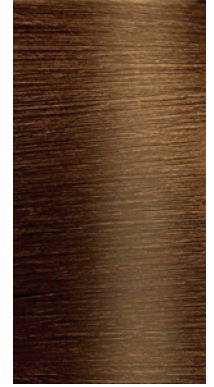
Salon In A Bottle - Root Touch Up Spray, 43g



- Covers grey roots in seconds
- Quick & easy to use
- Light & natural
- Swim-proof & smudge-proof
- Lasts until next shampoo
- Airbrush nozzle for precise application
- With Vitamin E, Chamomile & Green Tea Extracts

Salon in a Bottle™

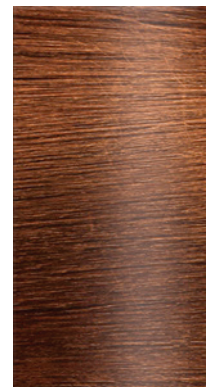
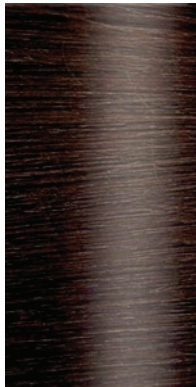
Shake well before each use. No ammonia, free of harsh chemicals & dyes



Blonde
For golden blonde & blonde shades
(level 8-9)
15675

Dark Blonde
(level 7-7.5)
15676

Light Brown
(level 6-6.5)
15677



Medium - Dark Brown
(level 4-5-5)
15678

Dark Brown - Black
(level 1-3)
15679

Red - Auburn
15680

1 MINUTE SOLUTIONS - L'Action - Hair Cover Stick, 4g – covers grey hair & discoloured roots. Apply directly to the areas concerned. The result is a natural look. Water resistant. Removes with shampoo.

- | | | | | |
|---------------|--------------------|-------------------------|---------------------|----------------|
| Black
7639 | Dark Brown
7640 | Medium
Brown
7641 | Light Brown
7642 | Auburn
7643 |
|---------------|--------------------|-------------------------|---------------------|----------------|



GREYFREE - the perfect colour for in-between colours. Non-permanent, 9 shades, can be used on eyebrows, eyelashes, beards, moustaches, roots & hairlines
7.5g

- | | |
|---------------|------|
| Ash brown | 6190 |
| Auburn | 6189 |
| Black | 6194 |
| Medium blonde | 6187 |
| Dark blonde | 6188 |
| Light blonde | 6186 |
| Light brown | 6191 |



A semi-permanent hair color collection that will challenge your inner crazy to the limits. With 10 outrageously wild shades to choose from, Color Psycho® knows no boundaries.

Do not mix with peroxide.

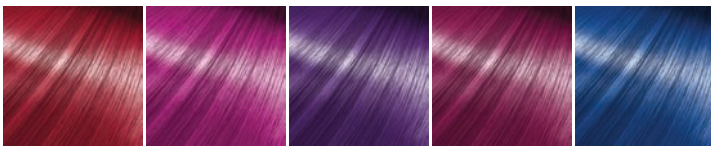
To ensure the color is as expected, test on a small swatch before application.

For best results, apply to pre-lightened/bleached hair.

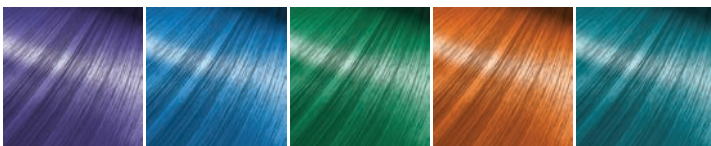
150ml



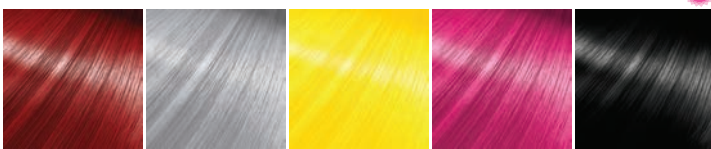
- Wild Rouge
11080
- Wild Fuchsia
11081
- Wild Purple
11082
- Wild Cerise
11083
- Wild Cobalt
11084



- Wild Violet
11085
- Wild Blue
11086
- Wild Green
11363
- Wild Orange
11364
- Wild Teal
11365



- Wild Claret
13822
- Wild Silver
13823
- Wild Yellow
13824
- Wild Pink
13825
- Wild Black
15979



Starter Kit
Contains:
7 colours (rouge/fuchsia/purple/cerise/cobalt/violet/blue) & Color Tamer & A5 Color Chart (16169) 11079



Color Tamer
Tame wild shades into submission & create unique pastel effects.

Blend Color Tamer with your chosen Color Psycho® shade in a mixing bowl to create your unique pastel effect. Vary the mixing ratio to reach the desired color
250ml
11087

A5 Colour Chart
16169



Color Psycho Starter Kit
Semi-Permanent Hair Color Cream will challenge your inner crazy to the limits! With 7 outrageously wild shades, this colourful starter kit contains everything you need to create limitless, intermixable shade options.

- Includes:
- 1 x Wild Black 150ml
 - 1 x Wild Orange 150ml
 - 1 x Wild Green 150ml
 - 1 x Wild Yellow 150ml
 - 1 x Wild Cobalt 150ml
 - 1 x Colour Tamer 250ml
 - 1 x Wild Rouge 150ml
 - 1 x Colour Chart (16169)
 - 1 x Wild Fuschia 150ml
 - 1 x Psycho's Guide
- 15928

COLORME - Professional Temporary Hair Colour, 7.5ml

Accessorize your hair

This means full, vibrant cover over dark hair, even level 1 hair, without bleaching
Colour will not stain light hair
Colour will not bleed nor stain level 9 hair, nor bleed during shampooing
Easy to apply, colour smashing can be done in minutes

HOW TO USE: Using gloves, hold the hair & apply colour liberally with provided wand.

Once applied to the hair, blow dry. They brush through until hair feels soft & natural.
REMOVAL: Shampoo out. On processed or light hair, colour may require 2 or 3 shampoos.

A single tube will provide about 15-20 "streaks" to medium length hair.

Once dry, hair can touch other hair or clothing & will not bleed or rub off.



STANDS ARE AVAILABLE



Application:



8355



8356



8357



8350



8351



8362



8358



8359



8360



8352



8353



8354



8361

COLOUR BOMB incredible explosive colour - we dare you!

Four on-trend shades to give the ultimate in vibrant colour. Colour Bomb has been formulated by salon professionals to give outstanding results every time.

Contains: 1 x Pre-Lighting Kit (1 x 100ml 30 vol peroxide, 35g bleach, mixing bowl, tint brush & glove), 100ml semi-permanent colour & easy-to-follow instructions.
 Passion Red **9984**
 Brilliant Blue **9983**
 Shocking Pink **9985**



Refill Colour Bomb Kit
 Contains: 1 x 100ml semi-permanent colour, tint brush & glove & easy-to-follow instructions.

Shocking Pink **9989**



CONFETTI GLITTER HAIR GEL

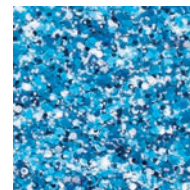
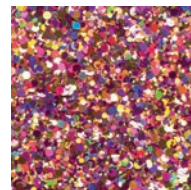
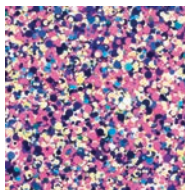
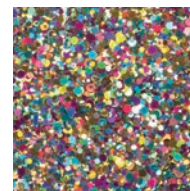
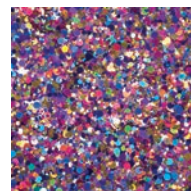
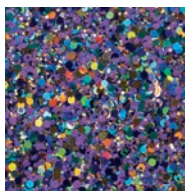
Includes plain hair gel, applicator brush & glitter. Mix confetti in gel, then apply to hair.



Aqua
14806

Candy
14808

Green
14809



Pop
14811

Pink
14810

Blue
14807

OSMO COLOUR REVIVE, 225ml

An intense colour conditioning treatment collection to instantly restore vibrancy & shine. Give your hair colour the kiss of life between salon visits with this conditioning colour treatment. Infused with Avocado Oil & intensifying colour actives to instantly restore vibrancy & shine.

Violet
9363



Intense Copper
9365



Purple Rouge
9366



Warm Chestnut
9367



Radiant Red
9368



Bleach & Peroxide Kit

Combining high lift bleach powder with peroxide to whiten hair in preparation of semi-permanent colour.

Contains:
 - 2 bleach sachets (25g each)
 - Cream peroxide 30 vol. 9% 100ml
 - Gloves
 - Tint brush
 - Instructions
 - Mixing bowl
 - Spatula
12354



Victoria Beauty Hair Mask, 10ml
 for coloured & treated hair
13523



Victoria Beauty Keratin Color Chart
 for coloured & treated hair
13858



Hair Color Shampoo, 40ml. No ammonia & oxidants. Lasts 4-8 shampoos

Stand, 24 colours x 6, 144 pieces (not shown)
13294



Platinum Blonde
13024



Light Blonde
13025



Blonde
13026



Dark Blonde
13027



Hazelnut
13028



Medium Brown
13030



Chestnut
13031



Velvet Brown
13032



Chocolate
13041



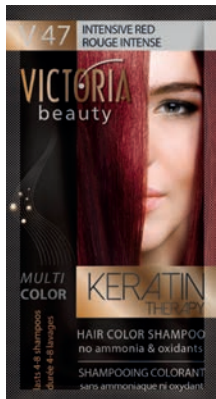
Coffee
13042



Mahogany
13043



Burgundy
13044



Intensive Red
13045



Wine red
13054



Copper
13055



Titian
13064



Garnet
13065



Ruby
13093



Cherry
13094



Dark Cherry
13095



Wild Plum
13096



Claret
13098



Aubergine
13099



Ebony Black
13100



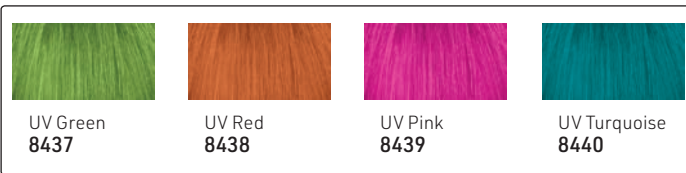
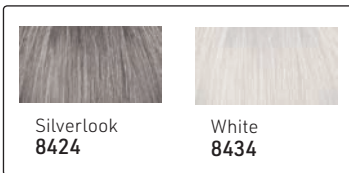
SEMI-PERMANENT COLOUR, 70ml

From STARGAZER - to achieve exotic, vibrant, semi-permanent colours hair must be porous, pre-lightened or processed (such as bleached, tinted, permed or straightened) before application



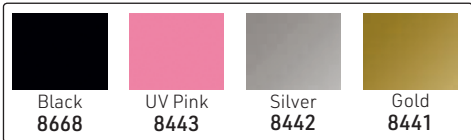
Toners: Semi-Permanent

UV Hair Colour Shades



STARGAZER - A temporary hair colour spray, which can be applied with ease & washed out in one shampoo. Ideal for the quick all over hair colour treatment for the evening out

110ml spray can



Natural Shade Semi-Permanent Dye

Easy-to-use gentle semi-permanent colour when applied results in a deep, natural gloss colour with translucent, shimmering tones. Free from ammonia or peroxide, 70ml



Star Gazer™

HAIR CHALK by STARGAZER

Easy application of chalk, less messy, 3.5g
The sponge is applied to the inside of the lid which helps push the hair onto the colour as it sandwiches the hair between the sponge & colour
• 8 vivid colours • applied to dry hair • washes out with shampoo.



(Applicator included: clamp hair between lid & colour & pull through tress)

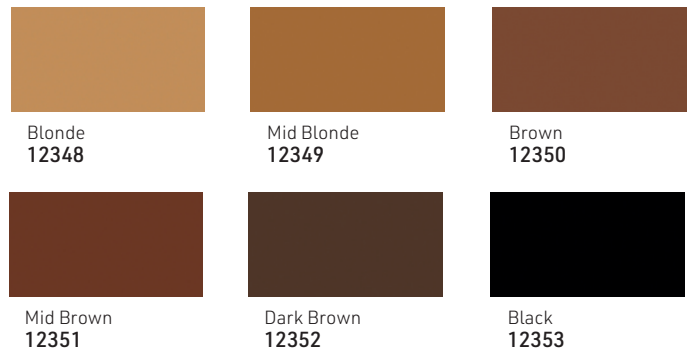


Star Gazer™

Every Day Hair Mascara

Star Gazer™

Colour hair quickly & easily. Easily washed out, 20g



GET CREATIVE - NEW! Semi-permanent colour crème

Yummy Colour is a gentle & conditioning, ammonia-free hair dye that is formulated to give you maximum colour that washes out without losing its colour tone.

Why just have one colour when you can have strips of colour? The 4 colour strips set has 4 different hair dyes so that you can take your hair colour game to the next level. The vegan formula is cruelty-free & will last up to 15 washes on pre-lightened hair, or 5-10 washes on non pre-lightened hair.

Amazing Colour Combinations

Contains 4 sachets (10ml), a patch test sachet & gloves



Vivid - 4 contrasting shades

Contains 1 sachet of each: Shock Pink, Coral Blue, Violet & Magenta
15641

Pink Ombre - 4 pink based shades

Contains 1 sachet of each: Shock Pink, Baby Pink, Cerise & Magenta
15642



Pastel - 4 pastel shades

Contains 1 sachet of each: Heather, Baby Pink, Pastel Blue & Lavender
15643

Violet Ombre - 4 violet & purple based shades

Contains 1 sachet of each: Plume, Violet, Soft Violet & Lavender
15644



JEROME RUSSELL - the world leader in colour. Cruelty-free.

BWILD!!! Spray on hair & body glitter. Made from the finest glitter, it may be used on the hair, skin or clothing for a stunning effect. Washes out easily.

Gold/Silver, 100ml
5428



Silver, 100ml
5426



Multi, 88ml
5416



BSweet Spray Chalk - PASTEL IS THE NEW PRETTY

Quick dry, temporary color sprays for hair chalking. Washes out in one shampoo

100g
Lush Lilac
11904



Misty Blue
11905

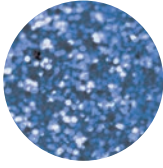
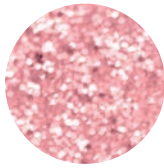
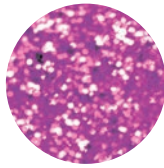

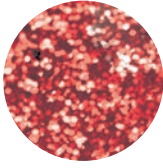
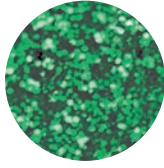
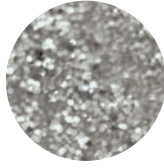
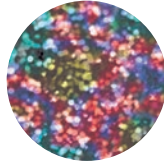
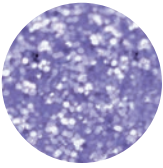




Perfectly Peacock
11906



Stargazer glitter spray washable, 75ml



			
Blue 2389	Pink 2390	Purple 2392	Gold 2393
			
Red 2394	Green 2395	Silver 2396	Multi 2397
			
Lavender 10615	White 10616	60 piece display stand 11650	

ChromaSilk Vivids

PRAVANA'S AWARD-WINNING VIVIDS COLLECTION IS THE CREATIVE-COLOR CATEGORY LEADER.

ChromaSilk VIVIDS impart long-lasting, rich, creative color with brilliant shine. With more than 28 intermixable shades to choose from, the VIVIDS Collection offers stylists complete creative control with an infinite color palette.

These colours are:

- Paraben-free
- Zero Phthalates
- No animal testing
- Free from MEA & DEA

VIVIDS contain a protein-enriched formula with Silk Amino Acids & Keratin Amino Acids

VIVIDS & PASTELS are never applied with any developer or peroxide

What are ChromaSilk VIVIDS?

- Semi-permanent colours that are not mixed with developer
- Direct dyes that are applied to clean, dry, pre-lightened hair
- Process for 20-30 minutes at room temperature
- Last 3-12 weeks depending on the texture, porosity, maintenance & overall condition of the hair
- Special Cationic Dye increases the longevity of VIVIDS
- Non-oxidative hair colour. The colour you see coming out of the tube is exactly the colour you will see on the hair

LIFTING GUIDE

Wild Orchid, Violet, Magenta, Red or Orange VIVIDS **Lift to Level 7**

Yellow or Green VIVIDS **Lift to level 9**

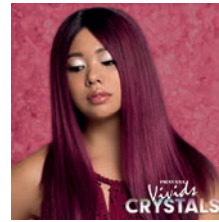
Blue, Silver or Pink VIVIDS **Lift to level 10**



THE VIVIDS CRYSTAL COLLECTION

6 glowing, multi-layered, trend-forward shades inspired by healing crystals, 90ml

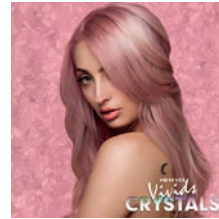
Garnet 14500



Aquamarine 14497



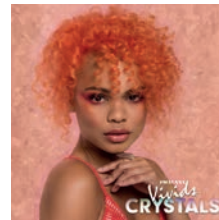
Rose Quartz 14499



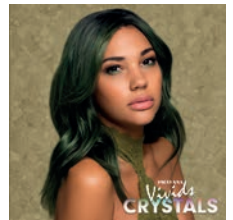
Purple Tourmaline 14496



Sunstone 14498



Jade 14495



Swatch Ring 14494

10 VIVIDS Shades, 90ml:

The hair must be pre-lightened before applying VIVIDS for these colours to show their full vibrancy & depth of colour. Before applying VIVIDS, hair must be freshly shampooed & dried. Apply the colour directly to the hair WITHOUT MIXING WITH DEVELOPER. Allow to process for 20 minutes at room temperature. Once the processing is completed, thoroughly shampoo & rinse from the hair until the rinse water runs clear.



Silver 11688



Yellow 11744



Orange 11745



Red 11746



Pink 11747



Magenta 11748



Violet 11749



Green 11750



Blue 11751



Wild Orchid 11752

Jewel Tone



Emerald 12285



VIVIDS Clear is also available to pastel or lighten any VIVIDS or PASTELS shade 11902

Black Specially formulated to deepen, darken or dim any VIVIDS shades. Always start with a pea-size dot in the formula 12625



Locked-In VIVIDS, 90ml:

These shades within the VIVIDS Collection give long-lasting, intense color that does not transfer onto other hair strands nor into other colors! Create stripes, draw patterns & even apply vibrant colors to even the lightest blonde hair with no fear of transfer. Wherever you place the color on the strand, it will stick, wherever you see the color on the strand, it will stay.

If you are looking to bleed or blend to create a soft transition between the strands, then Locked-In VIVIDS is **NOT** the right product.

The proprietary formula contains an extraordinary ingredient that actually seals the Locked-In color into the hair, preventing them from transferring or bleeding. It is important to note that even though these colors are semi-permanent direct dyes, they are extremely long-lasting. They **CANNOT** be easily removed from the hair & will remain vibrant in the hair for 3-12 weeks. It is vitally **IMPORTANT** that clients understand this.



Pink
12484



Red
12485



Yellow
12486

Vivids Locked-in application

Due to the fact that Locked-In colors are meant to "lock-in", they do not work through the hair in the same way that classic VIVIDS do & need special care when applying & rinsing.

- Take smaller sections to ensure complete saturation of your strands.
- Apply ample product to the strand with your tint brush. They can be worked down the strand but, unlike classic VIVIDS, they cannot be squeezed out from the hair to be worked down the strand. There needs to be enough product to saturate the entire desired length of application.
- VIVIDS Locked-In colors are a unique, new innovation that enables them to "lock-in" place without fear of transfer. The proprietary formula contains an extraordinary ingredient that actually seals the Locked-In Color into the hair, preventing them from transferring or bleeding. The sealant creates a glossy, slick barrier that may be felt on the hair if it has not been properly rinsed with very cool water, until the feel of the hair comes through again, then shampoo.



5 NEONS Shades, 90ml:

Pre-lighten to correct level: Pink & Blue to level 10; Orange, yellow & green to a level 9. Apply colour directly to hair to ensure complete & even coverage. Process for 20-30 minutes at room temperature. Rinse, shampoo & rinse with cool water.



Neon Blue
11975



Neon Yellow
11977



Neon Green
11982



Neon Pink
11976



Neon Orange
11981

These NEONS glow under UV light



5 PASTELS Shades, 90ml:

Provide long-lasting, soft shades. Hair should be pre-lightened to a level 10 pale blonde. Before applying **PASTELS**, hair must be freshly shampooed & dried. Apply the colour directly to the hair, without mixing with any developer. Allow to process for 20 minutes at room temperature. Once the processing is completed, shampoo & rinse from the hair until the water runs clear.



Blissful Blue
11901



Too Cute Coral
11903



Luscious Lavender
11972



Pretty In Pink
11973



Mystical Mint
11974



SILK DEGREES SHINE SERUM

Use Silk Degrees Shine Treatment with Silk Degrees Serum for an amazing in-salon treatment.

- Fills porosity after lightening
- Creates anchoring sites for VIVIDS
- Extends the life of VIVIDS
- Ensures even application of VIVIDS

An essential salon service for stressed, damaged or dry hair, delivering deep-rooted condition & supernatural shine that lasts

59ml
13538



Shampoo with any PRAVANA Shampoo. Towel dry.

Apply mixture of Demi-Permanent Shine Treatment & Shine Serum using a bowl & brush application.

Comb through hair to ensure even coverage.

Place a plastic cap over the hair & process under a warm hood dryer for 15-20 minutes.

Rinse hair & towel dry.

SILK DEGREES DEMI-PERMANENT SHINE TREATMENT

Improve the health of your hair & longevity of your hair color with this in-salon Shine Treatment.

Silk Degrees Demi-Permanent Shine Treatment system balances the porosity of the hair for consistent, even color results.

Silk-infused silicones with silk amino acids are fused to the hair fibre offering deep-rooted conditioning treatment for salon-fresh, shiny hair.

To be used with a plastic cap & processed under a warm hood dryer for 15-20 minutes.

90ml
13517



CHROMASILK ULTRA HIGH LIFTS LIGHTENERS

*DO NOT USE 40 VOLUME FOR ON SCALP APPLICATIONS

CAUTION SHOULD ALWAYS BE USED WHEN PERFORMING ANY CHEMICAL SERVICE & PATCH TESTS ARE ALWAYS RECOMMENDED



Achieve a flawless, toned-blond shade in just one simple process, with seamless application.



- Create multi-dimensional, natural blondes
- Enhance or neutralize tones
- One-step lift & tone
- Created for natural level 6+

- Lift up to 5 levels
- On/Off scalp application
- 1 part Hi-Lift : 2 parts Creme Developer

ULTRA HI-LIFTS - an alternative to lighten hair 90ml:

Formulated for the highest lift on natural, virgin hair, no darker than a level 6, without the use of bleach. Great for first timers. These shades create the lightest blondes possible while depositing tone. DO NOT USE WITH HEAT OR ON PREVIOUSLY COLOURED, HIGHLIGHTED OR LIGHTENED HAIR



Violet
(violet base)
12278



Natural
(slight blue base)
12273



Ash
(green base)
12274



Beige
(blue violet base)
12275



Copper
(orange base)
12277



Gold
(gold base)
12276

When to Use:

- Base Breaking
- Dark, natural blondes looking to go lighter

- Perfect base for sun-kissed highlights
- Use in place of lightener for foil highlights & balayage

- Easy, one-step blonding
- Simple & safe root touch-ups

CHROMASILK EXPRESS TONES

Fast-acting, true-to-tone, demi-permanent hair colours that deliver lustrous, long-lasting tone to highlights & blondes

ChromaSilk Express Tones are oxidative hair colors that are formulated to be mixed with ChromaSilk Zero Lift Developer & applied to damp hair. Express Tones Clear can be added to any shade for lighter deposit of tone or used alone to seal in incredible shine. Mixing ration - 1 part Express Tones : 1 1/2 parts Zero Lift Developer.

Quick toning of blondes, levels 8-10.

7 intermixable shades plus Clear, creating & customizing beautiful blondes has never been easier, with ratios of 1 part Express Tones : 1 1/2 parts Zero Lift Developer. Gentle, low ammonia formula, coupled with ChromaSilk's silk & keratin amino acids, will leave hair healthier & shinier than ever before.

Express Tones are oxidative hair colours that are formulated to be mixed with ChromaSilk Zero Lift Developer & applied to damp hair. Add Express Tones Clear to any shade for lighter deposit of tone or use alone to seal in incredible shine. Works within 5 minutes!!!

90ml



Copper
12270



Gold
12269



Natural
12056



Beige
12268



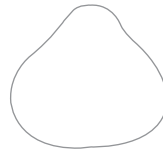
Ash
12272



Pearl
12271



Violet
12267



Clear
12475



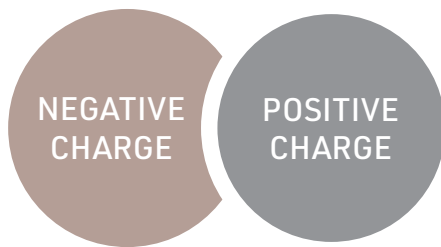
Zero Lift
Developer
1000ml
12288



Colour Chart
10464

PRAVANA™

The first step to any VIVIDS creation is **LIGHTENING THE HAIR!**
 Think of it like a magnetic reaction : when you lift the hair, you create a negative charge.
 When you apply VIVIDS, which is a cationic dye system, you create a positive charge.



Opposites attract!



Merchant Kit
13916
 Contains:
 • Swatches
 • Vivids ColorTheory
 • Formulas & Education

Vivids, 90ml:



Rose Gold
13567



Moody Blue
13708



Smokey Silver
13797

Express Tones, 90ml:



Rose Gold
13564



Moody Blue
13566



Smokey Silver
13565

WHAT IF THE HAIR IS NOT PRE-LIGHTENED OR BELOW A LEVEL 8?

- When your client is naturally as light as the suggested level of lift, the hair will still require the use of PURE LIGHT Power Lightener to create the perfect canvas.
- Applying PRAVANA PURE LIGHT Power Lightener mixed with Zero Lift Developer for just a few minutes will open the cuticle, allowing the VIVIDS & EXPRESS TONES color to adhere.
- If color is applied to the natural hair without lightening, the shade will be correct, but the color might not last as long as it would with proper lightening.

INSUFFICIENTLY PRE-LIGHTENED HAIR

When preparing the hair to be pre-lightened, keep in mind:

- If the hair is lifted past the recommended levels & a vivids shade is applied, a very bright, almost neon version of ChromaSilk VIVIDS color will be seen. Over-lightening the hair can also result in shortening the longevity of VIVIDS & the intended look will not be achieved. The solution: always review & follow VIVIDS color theory & the lightening guide.
- The lifting guideline exposes the right amount of underlying pigment to give richness & longevity to VIVIDS shades.
- When the hair has not been sufficiently lifted & too much of the underlying pigment is still present, it can alter the final result, sometimes changing the color or making it appear muddy. This will also affect the fade!
- For example, if you want to use VIVIDS Blue & you have not sufficiently lifted through the yellow in the hair there may be some green showing through. As we know from referring back to the color wheel, Yellow + Blue = Green.

LIFTING LEVELS FOR PRECIOUS METALS

VIVIDS COLLECTION



VIVIDS ROSE GOLD lift to level 9



VIVIDS MOODY BLUE lift to level 10



VIVIDS SMOKEY SILVER lift to level 10

EXPRESS TONES COLLECTION



EXPRESS TONES ROSE GOLD lift to level 8 - 10



EXPRESS TONES MOODY BLUE lift to level 8 - 10



EXPRESS TONES SMOKEY SILVER lift to level 8 - 10

PRAVANA NEVO COLOUR ENHANCER TREATMENT, 150ml

A take-home product to refresh your colour between salon visits, 5 shades for every colour client! An easy opportunity to build revenue in retailing, creating an express colour boost service in-between visits & even as an add-on to a blow-dry service.

RESULTS INTENSIFY WITH EACH USE



Honey Blonde, enhances golden tones
11990



Deep Burgundy, saturates a deep red/violet tone
11991



Cocoa Brunette, reinforces rich natural brunettes
11992



Brilliant Copper, infuses copper or orange tones
11993

The Perfect Blonde Trio, 3 x 60ml - ideal for travel
Contains: Shampoo/Conditioner/Mask
13962



The Perfect Brunette

Formulated with the first ever blue-green toning complex to instantly banish orange/red tones in brunette hair. Basic color wheel theory indicates that blue cancels out orange & green eliminates red. However, the effects of color fading, sun damage & residual oxidation can leave brunettes with a combination of both red & orange brassy hues. Pravana is ready to reveal your best brunette yet with an exclusive, highly-pigmented blue-green formula that instantly neutralizes those unwanted tones & banish all that brass.

Ingredients: Cocoa Seed Butter, Coconut Oil, Rosemary Leaf, Soy Protein, Cottonseed Protein, Horsetail, Jojoba

Instantly eliminates unwanted orange/red brassy tones associated with brunette colored hair
Fights the effects of fading
Restores richness of color
Strengthens hair
Adds shine
Sulfate-Free
Vegan
Gluten-Free
100% Biodegradable packaging

Shampoo, 300ml
13684

Conditioner, 300ml
13685



ChromaSilk Vivids COLOR PROTECT

PRAVANA VIVIDS COLOUR PROTECT AFTERCARE

Help clients protect their expressive investment with PRAVANA's Exclusive ChromaSilk VIVIDS Colour Protect regimen.

Shampoo, designed to gently cleanse to ensure long-lasting, vibrant colour. Contains coconut oil & palm kernel oil to curb fast fading. Sulfate & salt-free, pH-controlled.
300ml
11994
1 Litre
11996



Conditioner, positive electrical charge to counter the negatively charged VIVIDS colour, keeping it in the hair.
300ml
11995
1 Litre
11997



Colour Protect Shine Spray, 100ml
Lightweight, places a protective veil of natural oils & an exclusive sunscreen system on the hair's surface to both seal in colour & protect the hair colour from the damaging rays of the sun. Unbelievable shine.
11998



PERFECT BLONDE - Kick Some Brass!

The Perfect Blonde Purple Toning Regimen!
Enhanced with optical brighteners, chamomile & lavender to reveal your best blonde between salon visits.

Purple Toning Sulfate-Free Shampoo, 300ml
12289

Purple Toning Sulfate-Free Conditioner, 300ml
12395



Purple Toning Masque, neutralises unwanted yellow tones
150ml
12397

Seal & Protect Leave-In - provides instant burst of moisture, brightens & protects
300ml
12396



Masque, 150ml
13686

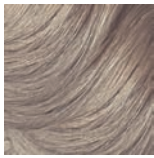
ColorLush from PRAVANA, 60ml

Ammonia/MEA-free Demi Gloss. Creates the most beautiful & gentle hair color experience imaginable. Creates rich color that incrementally improves the integrity of the hair, while imparting glass-like shine. A true, no-lift demi-color that provides greater vibrancy & color depth, whilst still being translucent.

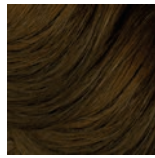
27 incredible Demi Gloss shades & 5 Color Boosts



10N Toasted Coconut
12529



8N Double Latte
12530



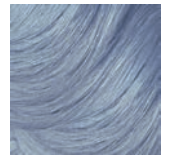
6N English Toffee
12531



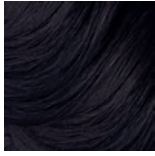
3N Mocha Cappuccino
12532



7A Sage Haze
12533



9B Over Ice
12534



5B Deep Sea
12535



1B Midnight Sapphire
12536



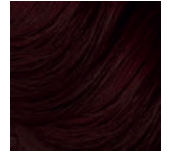
9V Lilac Frost
12537



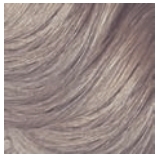
5V Fine Wine
12538



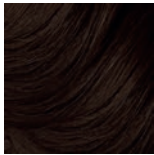
3V Black Cherry
12539



5R Red Velvet
12540



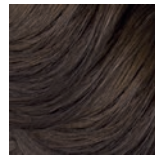
8NB Crème Brulee
12541



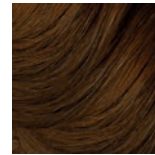
4NB Chocolate Truffle
12542



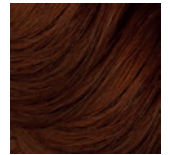
9G Frappe au Lait
12543



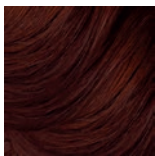
5S Silver Lining
12544



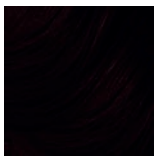
6G Golden Goddess
12545



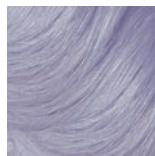
7C Lucky Penny
12546



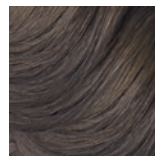
6RC Fiery Brunette
12547



3R Rebel Red
12548



9S Silver Fox
12549

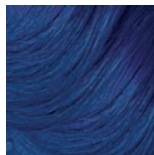


7S Silver Mink
12550

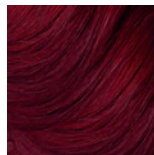
For a boost in tonality, the suggested dosage is 1 full dose of the dropper (50 drops) or 1/2 a dose per half bottle of color. No extra ColorLush Activator is required.
1 FULL DOSE = 50 drops



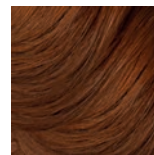
Boost Gold
Elevates gold shades, creates ashier tones when added to the Blue family
12551



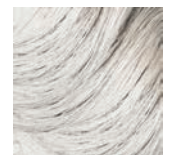
Boost Blue
Enhances blue family & neutralizes deep, brassy or orange tones. Cools red shades
12552



Boost Red
Enhances copper & reds to create fiery tones. Neutralizes overly green tones. Creates purple tones when added to the Blue family
12553



Boost Copper
Intensifies copper & red shades. Spices up neutral shades
12554



Boost Clear
To customize color, to dilute & lighten any color formula.
12555



ColorLush Activator
1 litre
12567



MIXING & PROCESSING

MIXING RATIO

1 PART DEMI GLOSS : 1 PART ACTIVATOR

LEVELS OF LIFT

NONE

PROCESSING TIME

20 MINS.



USAGE

Refreshing, Glossing, Neutralizing, Enhancing, Correcting and Gray Blending

MIXING RATIO 1 : 1



ColorLush Trial Kit
9V Lilac Frost 60ml + 90ml
Activator
13537



CREATIVITY BY THE DROP

COLORLUSH INCLUDES 4 COLOR BOOSTS & A CLEAR FOR COMPLETELY CUSTOMIZABLE COLORING

Take your shade & color formulas to the next level by adding your desired Color Boost. For a boost of tonality, the suggested dosage is 1 full dose of the dropper per 60ml (2 oz.) of color chosen. Example: 1 full dose per bottle of color 60ml (2 oz.) or 1/2 a dose per half bottle of color 30ml (1 oz.). No extra ColorLush Activator is required. The more Color Boost you add, the more incremental the deepening in level & tonality.



RED COLOR BOOST

- Enhance Coppers & Reds to create fiery tones
 - Neutralizes overly green tones
 - Creates purple tones when added to the Blue family
- 12553



COPPER COLOR BOOST

- Intensifies Copper & Red shades
 - Spices neutral shades up
- 12554



BLUE COLOR BOOST

- Enhances Blue family
 - Neutralizes deep brassy or orange tones
 - Cools the Red shades
- 12552



GOLD COLOR BOOST

- Elevates Gold shades
 - Mix with cooler tones for blended tonality
 - Creates ashier tones when added to the Blue family
- 12551



COLORLUSH CLEAR

ColorLush Clear can be added to any of the ColorLush shades to dilute & lighten any color formula for a variety of color applications from color corrections to gentle toning. Clear can be used on its own to balance the hair and/or to provide a demi-permanent shine treatment. The more ColorLush Clear you add to the ColorLush formula, the lighter the level of deposit & the more translucent the tone.

12555

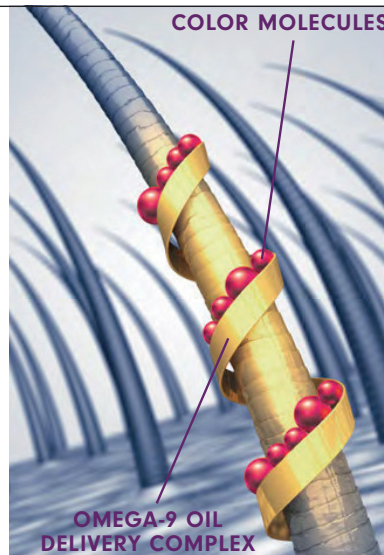


Ammonia & MEA are typically used to open the cuticle to allow hair color to penetrate into the hair fiber. However, ammonia is well-recognized as a possible irritant that can be caustic to the hair & scalp & produces an unpleasant odor while processing.

MEA, while gentler than ammonia & without the issue of an unpleasant odor, adheres to the hair & if not sufficiently removed after the color service, may continue to degrade the hair.

ColorLush delivers color through new nurturing technology found in its proprietary **Omega-9 Oil Delivery Complex** that gently opens the cuticle without the stress to the hair or the odor associated with ammonia or the residual effects of MEA.

As the **Omega-9 Oil Delivery Complex** embeds color, it simultaneously infuses the hair with nourishing Omega-9 (found in Avocado, Grapeseed & Olive Oils).



ColorLush Toolkit
Consists of: 1 x applicator bottle,
1 x dropper, 1 x ColorLush brochure &
1 x swatch ring

10465



THE BLONDE WAND + PURE LIGHT CRÈME LIGHTENER

The wand's dynamic design, coupled with PURE LIGHT CRÈME LIGHTENER, is the perfect formula for both on & off-the-scalp lightening.

PURE LIGHT CRÈME LIGHTENER gently & mildly lightens up to 5 levels & up to 7 levels with THE BLONDE WAND

Mild & gentle formula enriched with pure coconut oil to create a rich, creamy, super-nurturing mixture

Why use a crème lightener?

- mild & gentle lift - 5 levels
- up to 7 levels with The Blonde Wand
- on & off scalp lightening
- for sensitive clients

Pure Light Creme Lightener

90ml

13287

- Enriched with coconut oil
- No need to add additives to protect the hair during processing
- Rich, creamy, super-nurturing formula does not swell or drip
- The only approved lightener to be used with the Blonde Wand

Can be used with Zero Lift Developer up to 40 volume Developer, depending on level of lift desired

Ratio : 1 to 1.5

Process Time: up to 55 minutes at room temperature

When used with THE BLONDE WAND, record speed lightening occurs that leaves hair in better condition!

A magic wand for colorists. This unique thermal tool allows colorists to fully process foil highlights **IN SECONDS**.

* THIS IS NOT A FLAT IRON

It is engineered specifically for special effects blinding without compromising the hair. The plates do not make contact, allowing the hairdresser to hover over foils with ease.

Use the wand to **effortlessly & seamlessly** glide over foils to fully process highlights for special effects blinding, lunchtime lightening, quick face-framing & more in **10 seconds** with **LESS** damage.

The Blonde Wand
13289



The **BIGGEST** thing
To happen in blinding...
Ever!

Prepack:

Includes:
Blonde Wand, 6 tubes of Pure Light Crème
Lighteners, educational DVD & Techniques
13288

Pure Light Crème Lightener, 90ml
13287



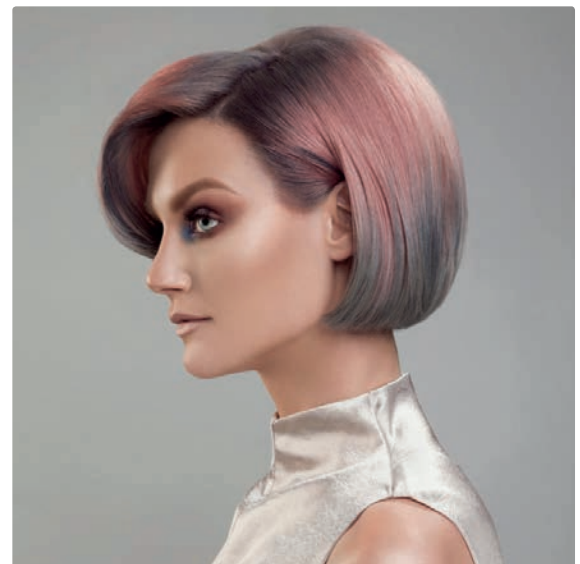
Clients want it, stylists need it. Quiet the irritation with Hush Scalp Comfort Solution! Finally a way to end client scalp sensitivity associated with any color & lightening services.

Apply Hush directly to the scalp prior to color or lightening services to stop itching & burning. Hush's ultra-nourishing, patent-pending formula is composed of soothing & natural ingredients like chamomile & is a must to ease sensitive clients & protect the scalp. Hush allows for longer color or lightener applications so that clients reach the desired lift level without a second process. No mixing required, simply apply Hush directly to the scalp. The use of Hush globally or selectively as a spot treatment will not have an effect on the coloring or lightening process & will not alter the results.

- Eases sensitive clients
- Nourishes dry scalps
- Allows for longer color or lightener applications to reach the desired level without a second process
- Protects global blondes
- No mixing necessary, apply Hush directly to the scalp

250ml

13798

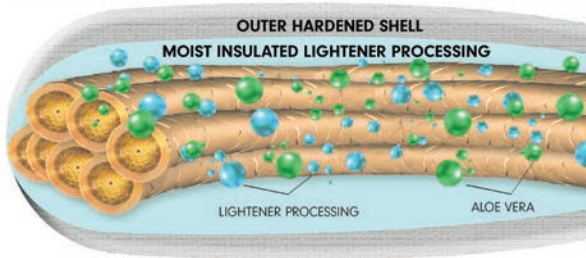


WHAT MAKES PURE LIGHT BALAYAGE LIGHTENER DIFFERENT FROM TRADITIONAL LIGHTENERS?

- Doesn't swell
- Doesn't oversaturate the hair
- No bleeding or lines of demarcation
- Allows for precision placement
- Smooth, thick, whipped consistency makes application easier & quicker
- The blend of Rice Flour & Kaolin Clay forms an outer shell that hardens & creates a shield around the hair, insulating the lightener inside, keeping it moist which allows for extended open air processing without drying or needing foil



453g
13087



WIDE RANGE OF LIGHTENING & TIMING OPTIONS

For optimal performance & the most effective Balayage consistency, use Pure Light Balayage Lightener with one of the three Pure Light Balayage Activators 946ml

Low (9%): 2-3 levels of lift
13088

Medium (12%): 3-4 levels of lift
13089

High (15%): 4+ levels of lift
13090



TIPS & TRICKS

Pure Light Balayage Lightener can be used under heat with meche sheets or open-air. However, we recommend using low heat & discretion is advised. Take your clients' cut & texture into account where you apply the lightener.



LIGHTENER ADDITIVE NOTE

There is no need to use lightener additives.

The Aloe Vera in both the Lightener & Activators coupled with the Rice Flour & Kaolin Clay in the Lightener work together to preserve the integrity of the hair being lightened.

Lightener additives are not necessary when lightening with Pure Light Balayage Lightener & may actually slow processing & create inconsistent results.



Aloe
nourishment



Keratin
strength



Rice Flour + Kaolin Clay
creates hardened "shell"

5 OPTIONS TO LIGHTEN HAIR

PURE LIGHT CREME LIGHTENER

90ml
13287



PURE LIGHT POWER LIGHTENER

Micro-encapsulated, quick lift 7+ levels, dust-free formula for traditional lightening needs.

No puffing or swelling

1 part Lightener : 3 parts Developer

340g
13091



PURE LIGHT BALAYAGE LIGHTENER

A lightener created specifically for the art of balayage & foil-free lightening with up to 5 levels of gentle, sun-kissed lift. Three Pure Light Balayage Activators available in Low, Medium or High for the most effective balayage consistency.

1 part Pure Light Balayage Lightener:
2 parts Pure Light Balayage Activator (recommended by PRAVANA)

450g
13087



ULTRA HI-LIFTS

Lift higher than ever & tone in one easy step with Ultra Hi-Lifts, a gentle & simple alternative for lightening up to five levels.

1 part ChromaSilk Creme Ultra Lift:
2 parts Developer



000 - CHROMASILK PRAVANA'S BLEACH ALTERNATIVE

- Maximum untone lift on virgin hair
- Great alternative for any clients who don't want "bleach"
- Protein-enriched base
- Void of color with an elevated level of alkalinity to maximize its ability to lighten natural pigment
- Lift up to 4 levels
- On/Off scalp application



1 part 000 : 2 parts 30/40 volume developer

90ml
13516

CHROMASILK CREME DEVELOPER, 1 LITRE

10 Vol 13539
20 Vol 13540
30 Vol 13541
40 Vol 13542

