

Semi-Permanent Color

Celeb[®]
LUXURY

MANIC
PANIC[®]

dalon
care & beauty

AGIVA
PERFECT HAIR STYLE'S

VICTORIA
beauty
KERATIN
THERAPY

osmo

ARDELL[®]

ColorMe[®]
BY GIULIANO
PROFESSIONAL PERMANENT HAIR COLOR

PRAVANA

L'ACTION
PARIS

COMPAGNIA DEL
COLORE[®]

KERACHROMA[®]

Salon in a Bottle

CRAZYCOLOR[®]

Punky
COLOUR[®]

COLORSMASH[®]
COLOR KISSED HAIRSPRAY

Agadir[®]
Argan Oil

CALA[®]

Star Gazer[®]

[SUPERPLEX]

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 compliments!
- 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

Flawless Diamond Anti Yellow Whitener 14112

Citrine Pale Blonde Glo 14113

Sunstone Blonde 14114

Cognac Quartz caramel blonde 14115

**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

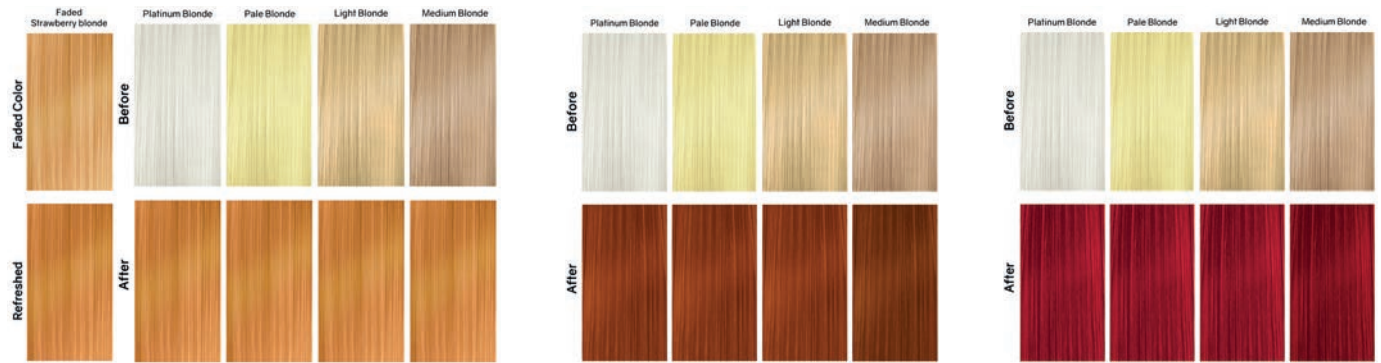
gem lites colorwash cleanse & colorposit
technology

- 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



Warm to Cool Browns - 3 shades



MAINTENANCE

Shinewash
High gloss gem shine, for alternative washes. Use as alternating shampoo to manage vibrancy, intensified, hi-gloss gem shine.
14122



Bonditioner
Dual-use pre-wash or after wash. Ideal for porous hair. Weightless moisturization from the inside out.
14123



Secret Fix Anti-Tangler Styler
• Adjusts to texture & porosity of all hair types.
• Weightless condition.
• Leaves hair with smooth, satin feel.
• Provides heat protection from styling tools.
100ml
14124



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



UNWANTED YELLOW

1-2 MINS

Silvery Diamond
Eliminates Unwanted Yellow
15005



UNWANTED YELLOW

1-2 MINS

Sunstone
Blonde
15006



FADED BLONDE

1-2 MINS

Sandy Opal
Sandy Blonde (new neutral)
15007



FADED SANDY BLONDE

1-2 MINS

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

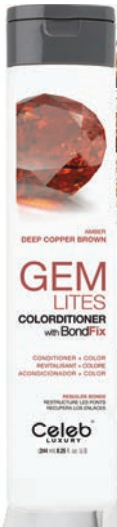


FADED NATURAL BROWN

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.

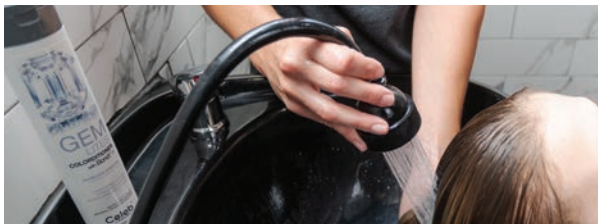


03. MASSAGE

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 14125

	Platinum Blonde	Pale Yellow	Pale Blonde
Before			
After			




Extreme Yellow 14126

	Platinum Blonde	Pale Yellow	Light Blonde	Medium Blonde
Before				
After				




Extreme Teal 14127

	Platinum Blonde	Pale Yellow	Light Blonde	Medium Blonde
Before				
After				




Extreme Blue 14128

	Platinum Blonde	Pale Yellow	Light Blonde	Medium Blonde
Before				
After				




Extreme Purple 14129

	Platinum Blonde	Pale Yellow	Light Blonde	Medium Blonde
Before				
After				




Extreme Red 14130

	Platinum Blonde	Pale Yellow	Light Blonde	Medium Blonde
Before				
After				




Extreme Hot Pink
14131

	Platinum Blonde	Pale Yellow	Light Blonde	Medium Blonde
Before				
After				




Pastel Baby Blue
14132

	Platinum Blonde	Pale Yellow	Pale Blonde
Before			
After			




Pastel Lavender
14133

	Platinum Blonde	Pale Yellow	Pale Blonde
Before			
After			




Pastel Light Pink
14134

	Platinum Blonde	Pale yellow	Pale Blonde
Before			
After			




Rose Gold
16673 NEW!

	Platinum Blonde	Pale Yellow	Pale Blonde
Before			
After			




MAINTENANCE

Viral Extreme Moisturewash™
clear, beyond hydrating for alternative washes
244ml
14135

Viral Extreme Blonditioner™
Moisture+condition, for dry, pre-lightened hair
244ml
14136

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



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

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.



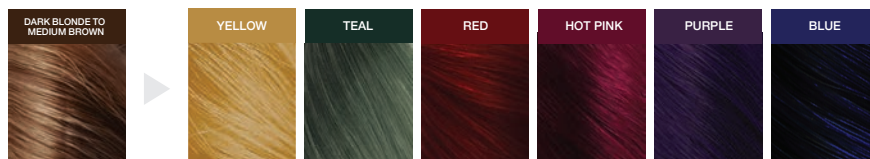
06. THE ROUTINE

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**

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

11 shades - 244ml

Purple 14139

Red 14140

Magenta 14141

Light Pink 16674

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 LINEUP

VIVIDS
355ml

Blue 16209	Teal 16210	Hot Pink 16212	Purple 16213	Emerald 16211

NEW!

PASTELS
355ml

Silver Blue 16214	Rose Gold 16215	Light Pink 16216	Mint 16217	Lemon 17530

NEW!

NATURALS
355ml

Silver 16218	Merlot 16684	Onyx 16685	Espresso 16686

NEW!

NEW!

NEW!

NATURALS
355ml



Platinum
16219



Honey
16220



Copper
16221



Red
16222



Mocha
16223

Hair Color Swatch Book
16342



KERACHROMA™ Custom Cocktails

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

<p>Mauve Quartz</p> <p>1 PUMP + 1 PUMP = </p> <p>Rose Gold Mint</p>	<p>Chili Red</p> <p>2 PUMP + 1 PUMP = </p> <p>Copper Red</p>
<p>Raspberry Cream</p> <p>1 PUMP + 1 PUMP = </p> <p>Hot Pink Rose Gold</p>	<p>Rockin' Ruby</p> <p>1 PUMP + 2 PUMP = </p> <p>Purple Rose Gold</p>
<p>Frosted Blonde</p> <p>2 PUMP + 1 PUMP = </p> <p>Silver Platinum</p>	<p>Flamingo Pink</p> <p>2 PUMP + 1 PUMP = </p> <p>Hot Pink Red</p>
<p>Magenta Punch</p> <p>1 PUMP + 1 PUMP = </p> <p>Hot Pink Purple</p>	<p>Aqua Blue</p> <p>1 PUMP + 1 PUMP = </p> <p>Teal Emerald</p>
<p>Iced Lavender</p> <p>1 PUMP + 3 PUMP + 3 PUMP = </p> <p>Purple Silver Clenditioner</p>	<p>Iced Mint</p> <p>2 PUMP + 2 PUMP + 2 PUMP = </p> <p>Silver Platinum Mint</p>
<p>Peachy Ginger</p> <p>1 PUMP + 3 PUMP + 3 PUMP = </p> <p>Copper Light Pink Clenditioner</p>	<p>Pink Panther</p> <p>1 PUMP + 3 PUMP + 1 PUMP = </p> <p>Hot Pink Light Pink Copper</p>

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

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



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 & shine with Krystal Color Complex™.
207ml
16226



Preserve Plus Color Enhancing Anti-Humidity Treatment

Preserves & ignites color for a renewed look. Full frizz & humidity protection treatment without the product build-up. Once blown out, this leave-in leaves hair weightless & incredibly smooth.

A feather-light treatment with a heat-activated polymer base that repels water & improves the appearance of all color. Infused with keratin & coconut oil to keep shine levels sublime & hair silky-smooth. Results last up to 3 washes.

Simply spray to clean, damp hair & blow dry for best results.
207ml
16687



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

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

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 + Conditioner 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

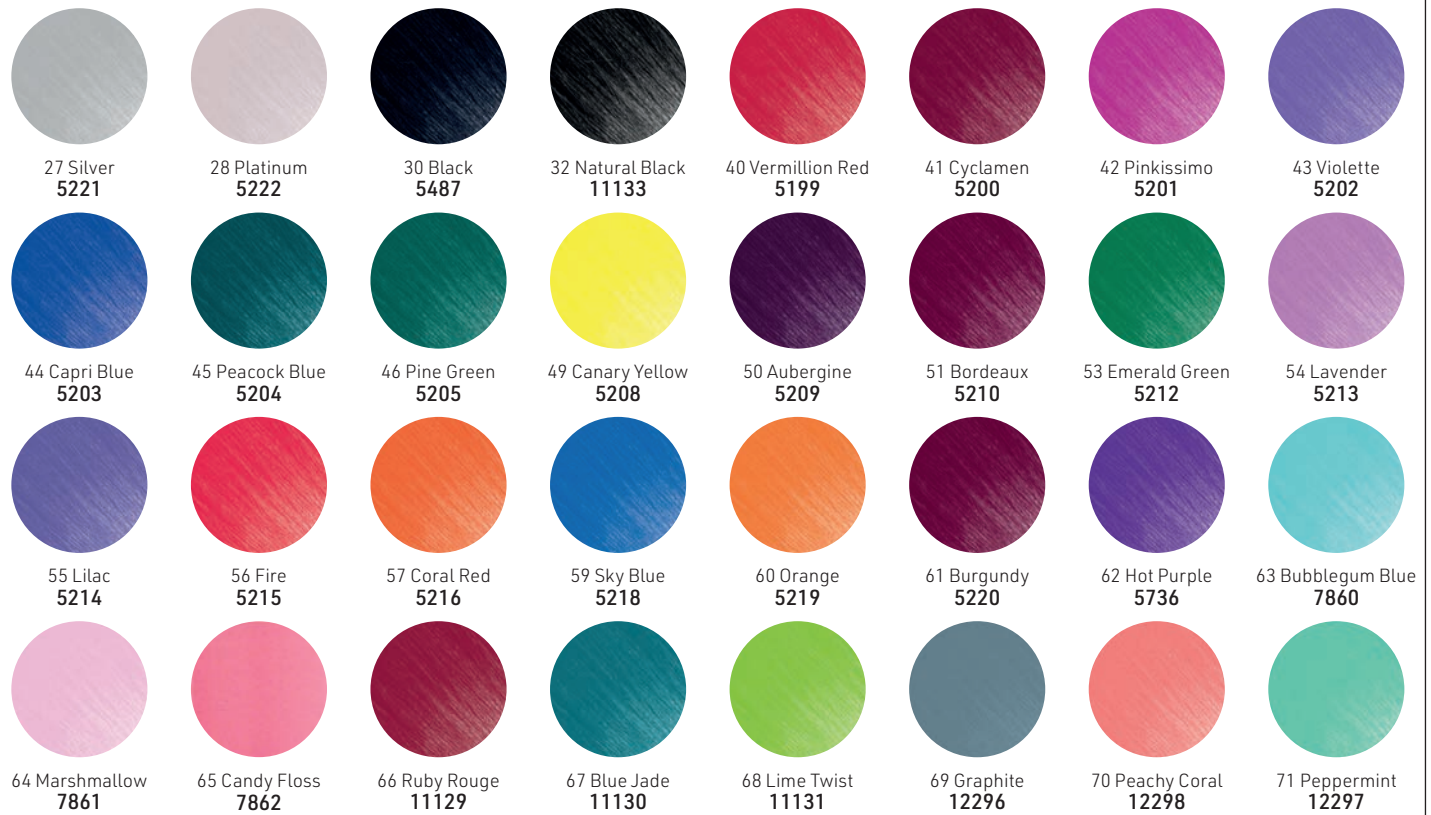
Use 1-3 drops for subtle toning results or 4-10 for deeper toning. Ideal for cream based products, mix with product of your choice in the palm of your hand before applying to hair.

icy 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 colors to create a pastel shade.

250ml
11132



Shelf Swatch Strip
6558



A4 Color Swatch Chart
26 Shades
5223



Color Chart Paper
26 Shades
5224



A5 Mini Color Swatch Chart
26 Shades
11138



CRAZY COLOR KITS & DISPLAYS



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 Color Chart
11136



28 Piece Display with Header Card
11140



Shop Merchandising Unit
2 shelves. Holds 78 Crazy Color
bottles per shelf, with 28 color
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
Contains 1 of each shade
14481

One Step Color Remover
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 color.**
45g
14482



CRAZY COLOR METALLICS - 100ML



Sapphire 13833
Ice Mauve 13834
Rose Gold 13835
Slate 13836

Swatch Chart
14148



Quad Collection
Contains 1 of each.
13832



CRAZY COLOR POWER - PURE PIGMENT SYSTEM - 50ML



ANTI BLEED



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

Other uses for POWER Pigments include:

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

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

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

LEAVE-IN - Mix 1 pump of POWER Pigments with leave-in conditioner to create custom leave-in spray color.



Purple
15929

Blue
15930

Pink
15931

Yellow
15932

Red
15933

Anti Bleed Spray
Lock in fresh semi-permanent color! Prolong & protect color with a low pH formula that prevents color bleeding from the hair.



Apply spray after semi-permanent color service to lock in color & drastically reduce color leeching & bleeding. Color is left shiny & radiant for much longer. Color is sealed, locked & protected for up to 10 extra washes with extended use.

- Free of any salt & sulphate
- Vegan & cruelty-free formula
- Soybean oil enhances shine
- Can be used as a leave-in treatment to protect hair & color from environmental exposures



250ml
16565

CRAZY COLOR PASTEL SPRAY



ULTRA VIOLET



Add a fun twist of color to any shade of blonde hair with the Crazy Color Pastel Spray, a vibrant selection of ready-to-use, temporary hair color sprays with built-in color 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 color pigment to add a fun twist to blonde hair. Imparts pastel color shades. Spray in, blowdry, go. Lasts up to 3 washes.

250ml



Bubblegum
13828

Marshmallow
13830

Graphite
14476

Peachy Coral
13829

Lavender
13831

Ultra Violet Anti Yellow Shampoo
Same great formula, brand new look. 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.

Vegan & cruelty free. Now in salon & retail sizes.



250ml
14149

1000ml
16564

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

Hold Up Color Extending Shampoo
Specially formulated shampoo for colored hair. Revives color 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 color placement accuracy
- Apply this color 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 color 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+

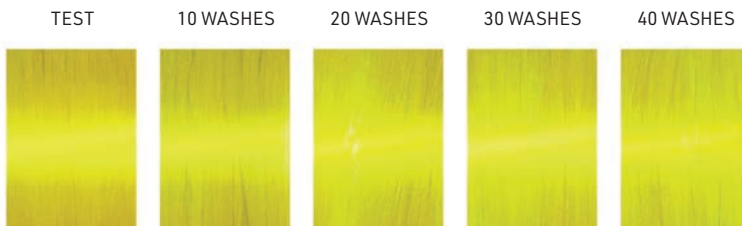
SMOKE SCREEN™
VIOLET BASED GREY
(Can be used alone, or for mixing to create smoky & metallic shades)

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

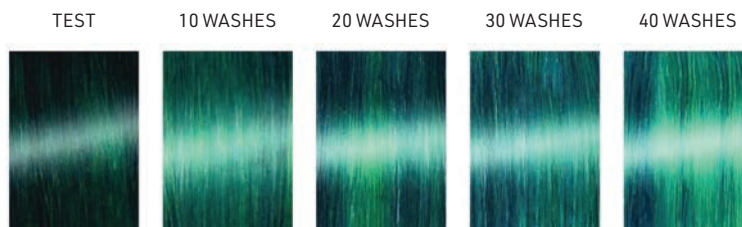


PUSSYCAT™ PINK
BRIGHT BUBBLEGUM PINK
USE ON LEVEL 10+
15661

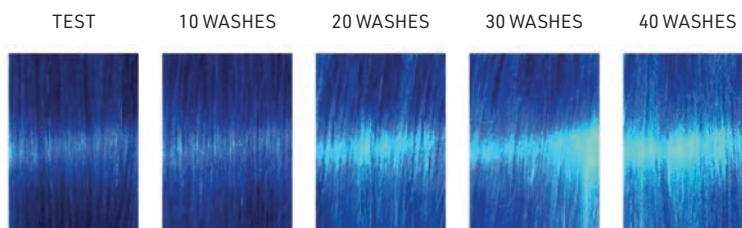


COOL SHADES

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



BLUE BAYOU™
MEDIUM TURQUOISE
USE ON LEVEL 9+
15666

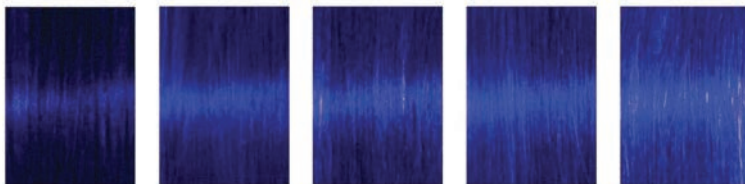


COOL SHADES

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



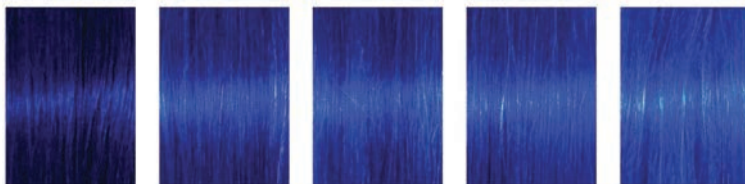
TEST 10 WASHES 20 WASHES 30 WASHES 40 WASHES



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



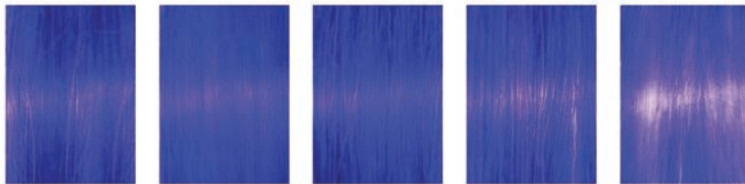
TEST 10 WASHES 20 WASHES 30 WASHES 40 WASHES



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



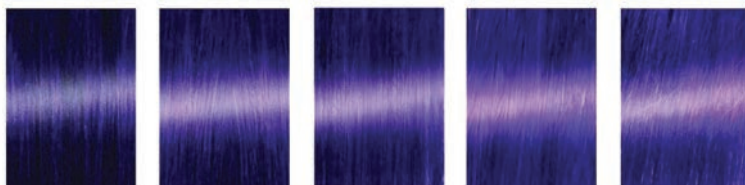
TEST 10 WASHES 20 WASHES 30 WASHES 40 WASHES



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 Color 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.™**



After Midnight
15768



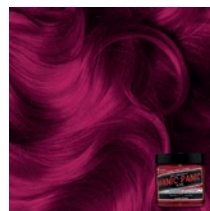
Atomic Turquoise
15766



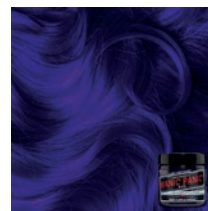
Bad Boy Blue
15787



Blue Moon
15783



Cleo Rose
15785



Deep Purple Dream
15789



Electric Amethyst
15778



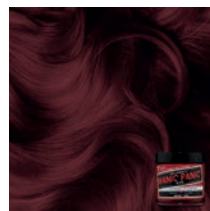
Electric Tiger Lily
15797



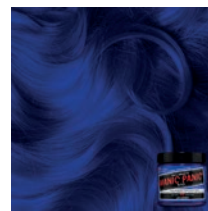
Enchanted Forest
15780



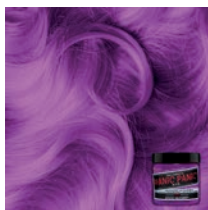
Fuschia Shock
15776



Infra Red
15774



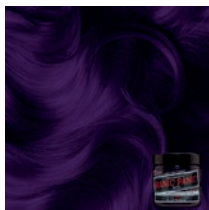
Lie Locks
15781



Mystic Heather
15788



Pillarbox Red
15777



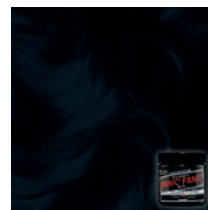
Plum Passion
15791



Psychedelic Sunset
15784



Purple Haze
15765



Raven
15782



Rock'n Roll Red
15770



Rockabilly Blue
15767



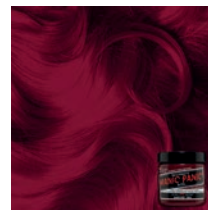
Shocking Blue
15769



Sunshine
15799



Ultra Violet
15761



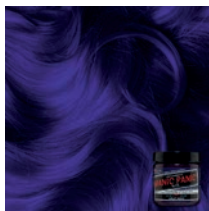
Vampire Red
15763



Vampire's Kiss
15786



Venus Envy
15792



Violet Night
15790



Voodoo Forest
15800



High Voltage Tuft Color Chart
16166

HIGH VOLTAGE® CLASSIC SEMI-PERMANENT HAIR COLOR

GLOWTONES - these colors Glow under Black UV Light
118ml



Cotton Candy Pink
15764

Electric Banana
15794

Electric Lizard
15772

Hot Hot Pink
15762

Mermaid
15793



Pretty Flamingo
15795

Red Passion
15779

Siren's Song
15775

Wildfire
15773

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



Dreamsville
15801



Velvet Violet
15802



Blue Angel
15803



Sea Nymph
15804

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



Cotton Candy Pink
15754



Wildfire
15755



Blue Angel
15756



Silver Stiletto
15758



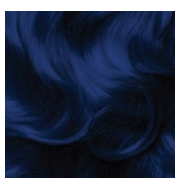
Mystic Heather
15759



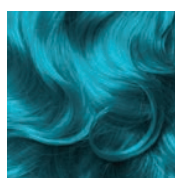
Stardust
15760

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

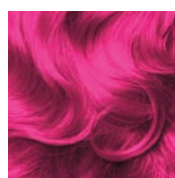
The Amplified™ formulation delivers semi-permanent color that lasts 30% longer than the High Voltage® Classic



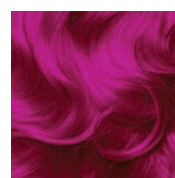
After Midnight
15813



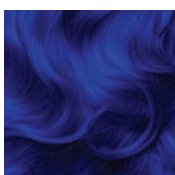
Atomic Turquoise
15814



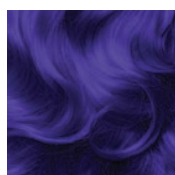
Cotton Candy Pink
15815



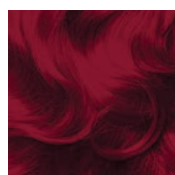
Hot Hot Pink
15816



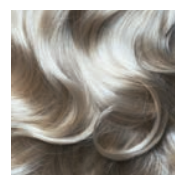
Rockabilly Blue
15817



Ultra Violet
15818



Vampire Red
15819



Virgin Snow Toner
15820

Amplified Tuft Color Chart
16167



FLASH LIGHTNING® KIT

Complete Hair Lightening Kit

Includes:

- Dust-free bleach powder
- 30 vol. cream developer
- Gloves
- Cap
- Tint brush
- Mixing dish
- Step-by-step instructions

16148



Direct dye/semi-permanent colors suitable for all hair types, both NATURAL & COLORED.

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 colors, giving unlimited color combinations & pastel levels.

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



Red 13775 Violet 13776 Copper 13777 Silver 13778 Gold 13779 Beige 13780 Green 13781

Blue 13782 Chocolate 13783 Black 13784 Neutral 13785 Pink 13786 CDC Color Masks Color Chart 13787

CDC Color Mask

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

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

Also contains sun filters to protect color. Color Mask revives, intensifies & adds depth to natural, colored & streaked hair.

Restores intense tones to dull & lifeless hair.

Lasts for 3 to 5 washes.
300ml



Gold 6805
For blond reflexes



Caramel 6806
For natural & colored hair



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





Re-energise your salon color & help fight the fade with this intensive color conditioning cream. With a superfast 3 minute processing time, hair color is refreshed & vibrancy restored. Intensely nourishing, infused with avocado oil to nourish & protect hair, linseed oil to help protect against color fade. The perfect in-salon extension treatment to wash & blowdry.
225ml



Platinum Blonde
14466



Violet
14467



Cool Brown
14468



Intense Copper
14469



Purple Rouge
14470



Warm Chestnut
14471



Radiant Red
14472



Hot Pink
15921



Steel Grey
16994



Color Strut Card
16170

OSMO COLOUR BOMB - Incredible explosive color

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

Contains:

- 1 x Pre-Lightening Kit (1 x 100ml 30 vol peroxide, 35g bleach, mixing bowl, tint brush & glove)
- 100ml semi-permanent color
- Easy-to-follow instructions

- Passion Red 9984
- Brilliant Blue 9983
- Shocking Pink 9985



Refill Colour Bomb Kit, Shocking Pink

Contains:

- 1 X 100ml semi-permanent color
 - Tint brush
 - Glove
 - Easy-to-follow instructions
- 9989



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.

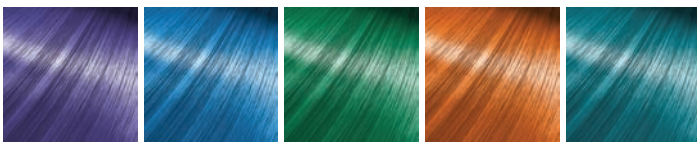
To ensure the color is as expected, test on a small swatch before application.

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

Color Psycho The Wild One

Includes:

7 colors (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 Color 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 colorful starter kit contains everything you need to create limitless, intermixable shade options.

Includes:

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

OSMO IKON BLONDE ELEVATION

Colour Additive

Neutralising solutions with highly concentrated pure pigment to counteract all blonding lifting techniques. Ensure every client enjoys the best & cleanest lightening results. Depending on the level of the hair & its underlying tone (red, yellow or orange), the colorist will select the best Colour Additive to counteract it. Cocktailed with the lightening powder & developer to develop the tonal effect you want.

How to use: Each additive is designed to be mixed with Violet Lightening Powder & Osmo Ikon Developer in the ratio: 3 pump additive to 10g powder & 30ml developer.

Tip: Colour Additives can be used to create very vibrant color without the need for specialized colored bleach. Add the additive to any bleach formula for bright color results. Recommended to use more than 3 pumps of additive to intensify the color results.



Blue Orange Tone Neutraliser 50ml 16352



Violet Yellow Tone Neutraliser 50ml 16353



Green Red Tone Neutraliser 50ml 16354



Red Green Tone Neutraliser 50ml 16355



Colour Additive Kit, 4 Colors Includes Blue, Violet, Green & Red Colour Additives. 16356

ROOT CONCEALERS

COLORSMASH - Color Kissed Hairspray



AGADIR ROOT CONCEALER



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 color 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. 130ml



Indigo 13070

Violet 13072

Pink 13071

Temporary touch-up spray for grey coverage. 57g



Black 13994

Dark Brown 13995

Medium Brown 13996

Light Brown 13997

HAIR FLASH COLOR - MAKE-UP FOR YOUR HAIR



! ABSOLUTE COLOR2GO

The best solution for the in-between stage between salon visits. The only instant hair care & temporary make-up for your hair. Made in the USA, 90ml

- Immediate coloring effect
- Adds tonal shades
- Protects & nourishes
- Covers roots, touch-up
- Illuminates hair in seconds
- Washable



Dark Brown 12559

Light Blond 13106

Golden Blond 13107

Copper Red 13108

Light Brown 13109

Men's Brown 13146

A semi-permanent hair stick which twists out for an easy application to the hair. Shampoos out. 10g



Black Brown 8708

Light Brown 8711

TOUCH OF COLOR by ARDELL®



L'ACTION PARIS



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

Semi-Permanent Touch-Up Covers grey hair & discolored roots. Little by little hair adopts the dye, making it last longer at each new application. 6ml

Black 7644

Dark Brown 7645



Hair Cover Stick Covers grey hair & discolored roots. Apply directly to the areas concerned. The result is a natural look. Water resistant. Removes with shampoo. 4g

Black 7639

Dark Brown 7640

Medium Brown 7641

Light Brown 7642

Auburn 7643



ROOT CONCEALERS

SALON IN A BOTTLE - ROOT TOUCH UP SPRAY, 43g

Salon in a Bottle®

- 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
- 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

CALA - GRAY HAIR & ROOT TOUCH UP STICK, 6g

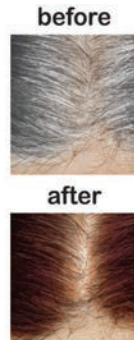
CALA®

Blends color evenly. Long-lasting, water-resistant. Will not clump hair.

Medium Brown
15396

Dark Brown
15397

Dark Black
15398



COLOR MARK INSTANT LIQUID TOUCH UP - Gray Roots Gone Instantly

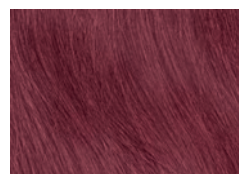
Real temporary hair color, not a mascara, not a crayon, will not flake or rub off. Apply, brush & go. Shampoos out. 4.5ml



Ash Blonde
5349



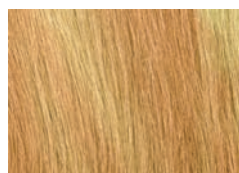
Golden Blonde
5350



Light Auburn
5351



Light Ash Blonde
5353



Light Golden Blonde
5354



Strawberry Blonde
5355



16 Piece Stand
Includes 2 of each color.
9899

Quality hair care at an affordable price. Cultivated & produced in Greece. Thorough research & development has created several ranges of problem-solving products for hair, face & body care. Only the highest quality raw materials are used in manufacturing, & continuous research of new ingredients, quality & innovation evolve with the hair care industry. All natural extracts are cultivated in Greece to maintain quality control & efficacy. All products are dermatologically tested to ensure maximum gentleness.

Hair Color Stick

Color stick for covering areas of grey, roots or uncolored areas of hair. Simply stroke stick over hair from scalp outwards. Repeat as necessary with up & down movements. Infused with castor oil for a seamless, natural color result. Shampoos out.



Black
18006



Dark Brown
18007



Red Brown
18008



Light Brown
18009



Brown
18010



Light Blonde
18011

Color Hair Mask

Refreshes semi-permanent color with a gentle mask formula. Infused with Abyssinian oil & shea butter to increase hair elasticity & brightness, making color look much more vibrant. Nourishes, moisturizes & strengthens the hair with conditioning agents. Limits the formation of frizz & static. Leave on hair for 5-10 minutes to refresh, or for 20-25 minutes for more intense results. Color lasts for 2-4 washes. 300ml



Red
Red, blonde,
light blonde or
bleached hair.
17997

Copper
Copper, blonde,
light blonde or
bleached hair.
17998

Brown
Brown, blonde,
light blonde or
bleached hair.
17999

Pink
Light blonde or
bleached hair.
18000

Purple
Pink, light blonde
or bleached hair.
18001

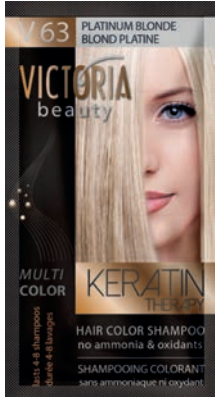
Blue
Blue, light blonde
or bleached hair.
18002

Black
Black, blonde,
light blonde or
bleached hair.
18003

Coral
Coral, light
blonde or
bleached hair.
18004

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

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



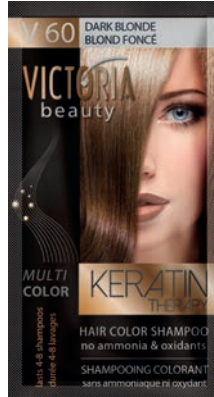
Platinum Blonde
13024



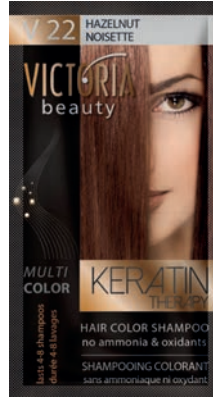
Light Blonde
13025



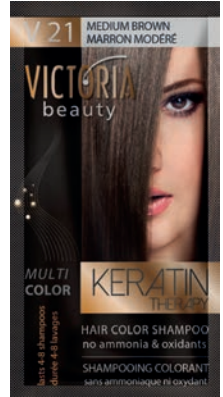
Blonde
13026



Dark Blonde
13027



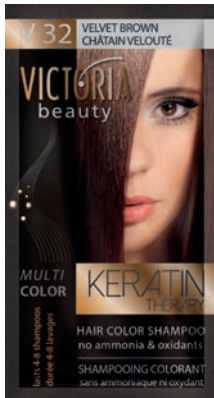
Hazelnut
13028



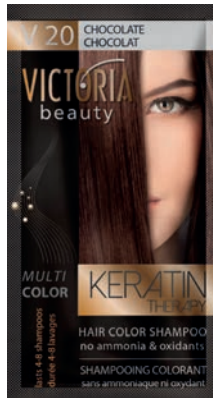
Medium Brown
13030



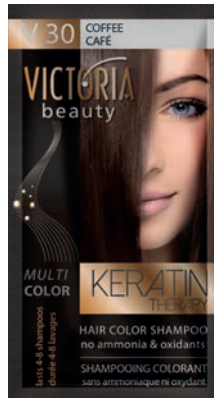
Chestnut
13031



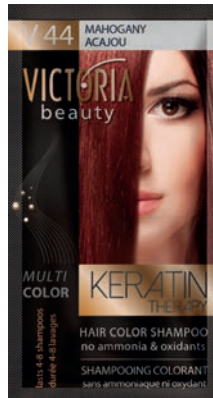
Velvet Brown
13032



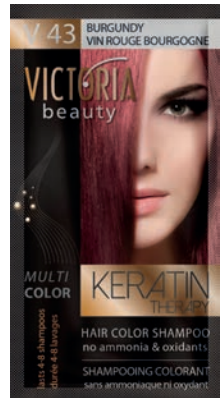
Chocolate
13041



Coffee
13042



Mahogany
13043



Burgundy
13044



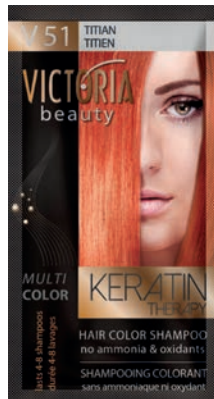
Intensive Red
13045



Wine red
13054



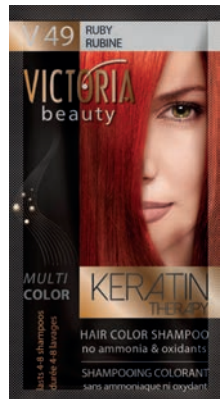
Copper
13055



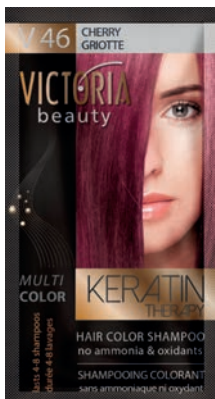
Titan
13064



Garnet
13065



Ruby
13093



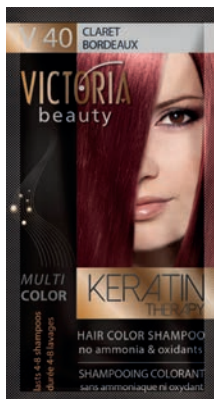
Cherry
13094



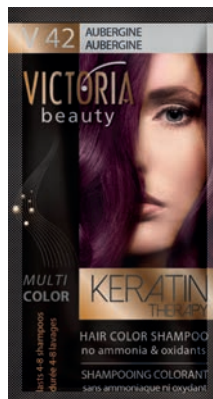
Dark Cherry
13095



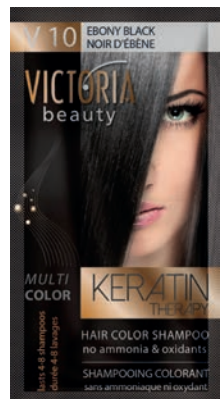
Wild Plum
13096



Claret
13098



Aubergine
13099



Ebony Black
13100

Victoria Beauty Hair Mask
For colored & treated hair.
10ml
13523



Victoria Beauty Keratin Color Chart
13858



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



AGIVA

AGIVA
PERFECT HAIR STYLE'S

Semi-Permanent Hair Color

Color without ammonia or peroxide. Apply directly to hair without any oxidant mixture on pre-lightened hair for best results. Color effects gradually fade after 8-10 shampoos. Also suitable for facial hair.
125ml



Black
17603



Brown
17604



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



COLORME - Professional Temporary Hair Colour, 7.5ml

colorme
BY GILIANO
PROFESSIONAL TEMPORARY HAIR COLOR

Accessorize your hair!

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

HOW TO USE:

Using gloves, hold the hair & apply color 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, color may require 2 or 3 shampoo's. 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:



Fuschia Phenom
8351



Teal Virtue
8352



Violet Desire
8353



Red Rush
8354



Blueberry
8355



Orchid
8356



Tangerine
8357



Violet Night
8359



Silver Shimmer
8360



Gold
8361



Copper
8362



Caramel
11108



Emerald
11109



Raspberry
11110



Melanzane
11111



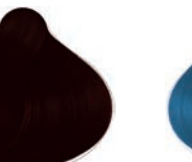
Coral
11112



Lavender
11113



Chocolate
11114



Turquoise
11115



Rose
11116

Semi-Permanent Color

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

70ml

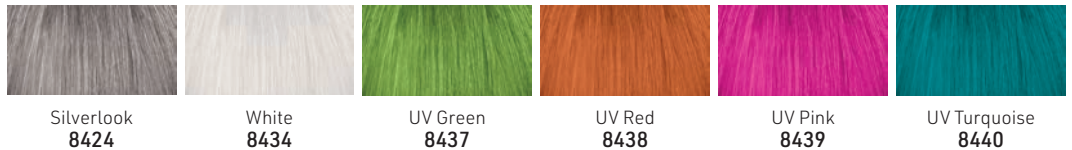


Color Swatch Book
8436



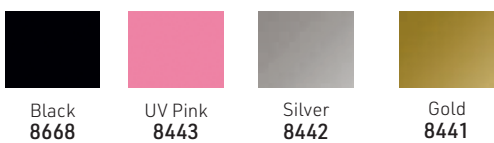
Toners, Semi-Permanent

UV Shades



Temporary Hair Color Spray

Ideal for the quick all over hair color treatment for the evening out. Can be applied with ease & washed out in one shampoo. 110ml spray can



Natural Shade Semi-Permanent Dye

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



Hair Chalk

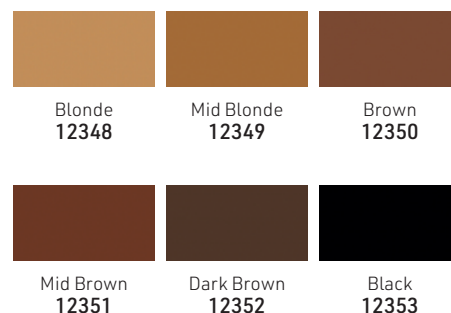
Easy application of chalk, less messy. The sponge is applied to the inside of the lid which helps push the hair onto the color as it sandwiches the hair between the sponge & color. (Applicator included: clamp hair between lid & color & pull through tress) • 8 vivid colors • applied to dry hair • washes out with shampoo. 3.5g



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

Every Day Hair Mascara

Color hair quickly & easily. Easily washed out. 20g



Yummy Colour Semi-Permanent Hair Colour Creme

A gentle & conditioning, ammonia-free hair dye that is formulated to give you maximum color that washes out without losing its color tone. Why just have one color when you can have strips of color? The 4 color strips set has 4 different hair dyes so that you can take your hair color 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.

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

Bleach & Peroxide Kit

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

Contains:

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

12354

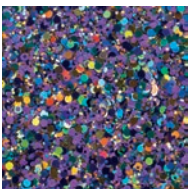


Confetti Glitter Hair Gel

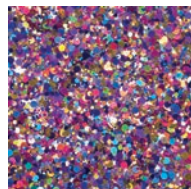
Includes plain hair gel, applicator brush & glitter. Mix confetti in gel, then apply to hair.



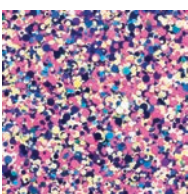
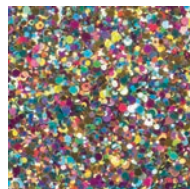
Aqua
14806



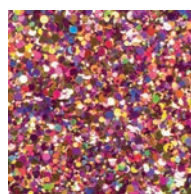
Candy
14808



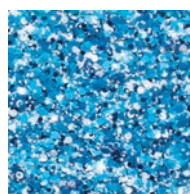
Green
14809



Pop
14811



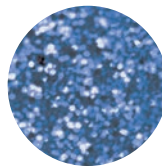
Pink
14810



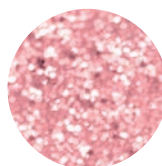
Blue
14807

Glitter Spray

Washes out with either shampoo or water. Spray into hair from approximately 10 inches. Use multiple colors to great different effects & styles.
75ml



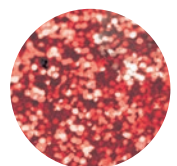
Blue
2389



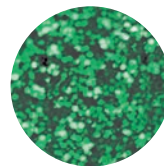
Pink
2390



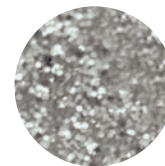
Gold
2393



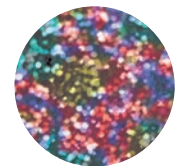
Red
2394



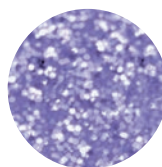
Green
2395



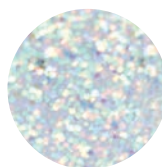
Silver
2396



Multi
2397



Lavender
10615



White
10616



60 Piece Display Stand
11650



ULTRA-CONCENTRATED PURE PIGMENTS

Liquid color that can be blended with any Superplex products for a color boost & reparative treatment. A range of 6 color pigments that can be mixed together for infinite color blends.

The Insta-color sensation that mixes creativity & technique in a versatile system to freely express all the shades of your own personality & mood, without any compromise.

Offers a unique & versatile system that allows stylists to customize hair color to any customer's desire, & integrate it in every single salon service. These pigments create an incredible opportunity for salons to express color creativity in infinite ways. Create made-to-order formulas with the exact color for each client, combining the pigment with any other carrier product.

Now, each client can bring home the hairdresser's creativity. Build the relationship with each client as they help design the color mix that perfectly suits them.

Color lasts 1-8 washes depending on service, processing time & the amount of pigment used.

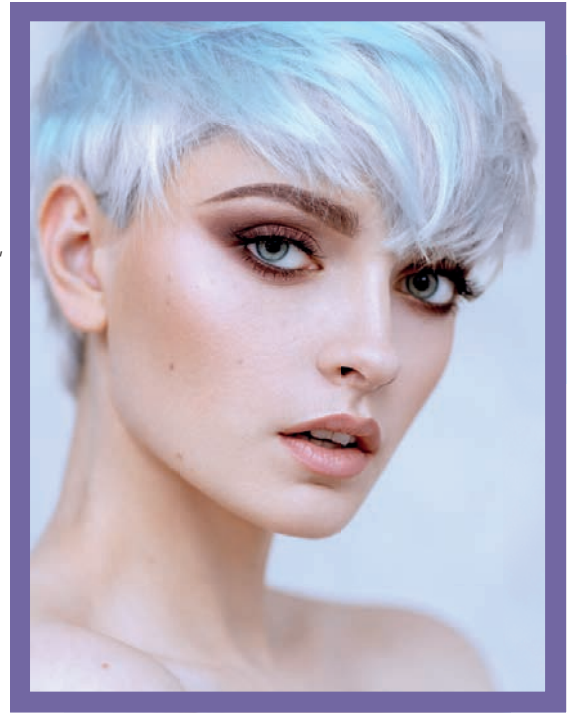
Universal - Colors are made to be blended with any other Superplex product.

Versatile - Pigments can be mixed together to get the perfect color the stylist is looking for.

Innovative - Every client can have a personalized look to their exact taste or requirement.

Key benefits:

- Blend with any Superplex shampoo, conditioner, mask or styling product.
- Intensify color, maintain a shade, correct color, create a custom cocktail - the choice is yours.
- Revives color vibrancy & shine.
- Avoids color drifting.
- Plumps the hair with more bounce & volume.
- Keratin & Polyamino Sugar Condensate strengthens & repairs hair.



Cherry Red
To enhance red shades for a more intense color.
16978

Blue
To neutralize undesired yellow-orange tones or shades.
16979

Violet
To neutralize undesired yellow tones or shades, for an excellent cool blonde.
16980

Green
To neutralize undesired red/orangered tones or shades, for a perfect cool brown.
16981

Orange
To enhance copper shades for a brighter color.
16982

Gold
To enhance golden shades for a more brilliant color.
16983

Customized Keratin Bonder Step 2 Conditioner
A customized combination conditioner for Uniblend Pure Pigments. Features 200ml of the Keratin Bonder Step 2 Conditioner as a base, ready for the addition of any customized pigment blend.

Combines color with the repairing & nourishing properties of Superplex's conditioner for stunning color & healthy hair.

Includes a space for the name of the consumer, giving the client a personalized touch. Mix up a custom color cocktail for each client after a color service for maintenance & refreshing at home.
200ml
16984





Cleanse, Color & Condition - then Chill.

Three crucial steps in the hair color refreshing process combined into one, without sacrificing any color vibrancy, silkiness or cleanliness.

Add striking colors, maintain vibrancy & improve shine with this color-depositing shampoo that greatly saves time & effort by combining three products into one formula.

Use it every day for full-throttle hair that never loses its edge, or only when you need some color touch-ups.

Not only does this shampoo deposit color, it helps strengthen, repair & protect the hair so color really pops. Cleanse away impurities & build-up getting in the way of amazing color.

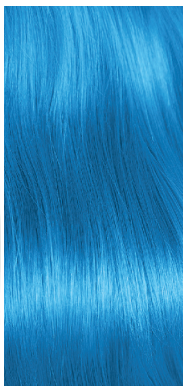
After depositing color, the hair is conditioned & left shiny, with a protective barrier that prolongs color.

Key Ingredients:

- Keratin Amino Acids - for better moisture delivery deep into the hair structure to repair damage, improve shine & increase volume
- Verbascum Flower Extract - natural emollient & astringent that removes tangles for better styling, & softens the hair for a better feel
- Hydrolyzed Quinoa - packed with amino acids for maximum protein & color delivery, leaving the hair much more vibrant & better conditioned

How it Works:

1. Cationic amino acids & intense color pigments anchor to the cuticle for maximum deposit & vibrancy.
2. Anionic amino acids create a scaffold around the hair to protect the strands & color. This creates a protective barrier that will make color last longer, while improving shine.
3. Helps to replenish lost moisture to retain hair color for beautiful hair.



Tealistic
16618

Redilicious
16619

Purpledacious
16620

Bluemania
16621

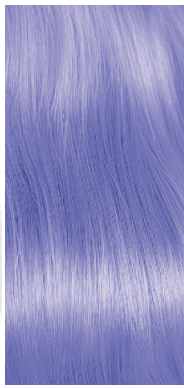


Pinktabulous
16622

Mochanificent
16623

Blondetastic
16624

Diamondista
16625



Coolicious
Get the yellow out. For blonde/silver hair.
16626

Greengarious
16627

Lavenderapturous
16628

Coralustrous
16629

CHROMASILK VIVIDS

Semi-permanent colors. Hair must be pre-lightened before applying for these colors to show their full vibrancy & depth of color. Before applying, hair must be freshly shampooed & dried. Apply the color 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.

10 VIVIDs Shades, 90ml:



Silver
11688



Yellow
11744



Pink
11747



Magenta
11748



Green
11750



Blue
11751



Wild Orchid
11752

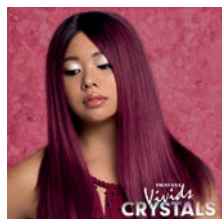
Black
Specially formulated to deepen, darken or dim any VIVIDs shades. Always start with a pea-size dot in the formula.
12625



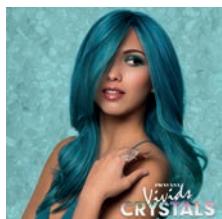
THE VIVIDs CRYSTAL COLLECTION

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

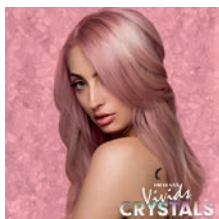
Swatch Ring
(not shown)
14494



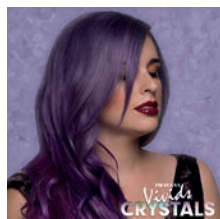
Garnet
14500



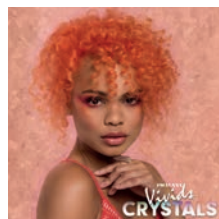
Aquamarine
14497



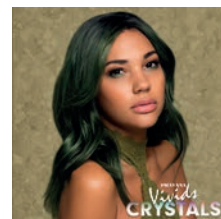
Rose Quartz
14499



Purple Tourmaline
14496



Sunstone
14498



Jade
14495

CHROMASILK ULTRA HIGH LIFTS LIGHTENERS

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 COLORED, HIGHLIGHTED OR LIGHTENED HAIR.



Natural
(slight blue base)
12273



Ash
(green base)
12274



Beige
(blue violet base)
12275



Copper
(orange base)
12277



Gold
(gold base)
12276

CHROMASILK PASTELS

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 color 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



Pretty In Pink
11973



Mystical Mint
11974

CHROMASILK EXPRESS TONES

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



Copper
12270



Gold
12269



Natural
12056



Beige
12268



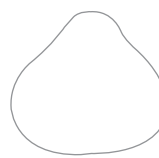
Ash
12272



Pearl
12271



Violet
12267



Clear
12475



Zero Lift Developer
1000ml
12288



Color Chart
10464

AFTER DARK EXPRESS TONES

The After Dark Collection creates rich, lower-level deposit on Level 7 & below. These long-lasting, ammonia-free, high-shine tones only take 5 to 15 minutes to process. Plus, they feature a progressive deposit, where the tones darken the longer they are left on to process. Mixing ratio - 1 : 1½ (Express Tones : Zero Lift)

Perfect for a diverse range of color techniques:

- Lowlighting
- Shadow roots
- Filling
- Enhancing color
- Diminishing unwanted tones
- Super-fast toning services



	DARK MAHOAGANY 16696	DARK NEUTRAL ASH 16697	DARK NEUTRAL PEARL 16698
5 MIN LEVEL 7 DEPOSIT			
10 MIN LEVEL 6 DEPOSIT			
15 MIN LEVEL 5 DEPOSIT			



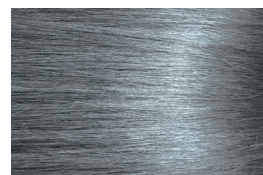
ASH CORRECTORS/ADDITIVES

Enhance, adjust or neutralize color tones. These correctors & additives correct tones or add brightness to color. Balance out color formulas & control the warmth of each tone. Gives stylists more control over end color result. Add in small increments to color formulas, without the need for additional developer.

- Ash Green neutralizes red tones when starting level is 1-3
- Ash Blue neutralizes orange tones when starting level is a 3-5
- Ash neutralizes orange/gold tones when starting level is a 6-8



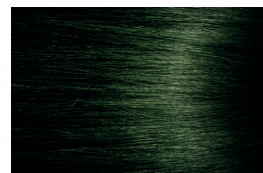
Ash
Neutralizes orange/gold tones
when starting level is a 6-8.
16769



Ash Blue
Neutralizes orange tones
when starting level is a 3-5.
16770



Ash Green
Neutralizes red tones when
starting level is 1-3.
16771



5 NEONS Shades, 90ml

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

These NEONS glow under UV light



Neon Blue
11975



Neon Pink
11976



Neon Orange
11981

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



PRAVANA NEVO COLOR ENHANCER TREATMENT, 150ml

A take-home product to refresh your color between salon visits, 5 shades for every color client! An easy opportunity to build revenue in retailing, creating an express color 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



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



PRAVANA VIVIDS COLOR PROTECT AFTERCARE

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

Shampoo

Designed to gently cleanse to ensure long-lasting, vibrant color. 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 color, keeping it in the hair.
300ml **11995**
1 Litre **11997**



Color Protect Shine Spray

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



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



Masque
150ml
13686

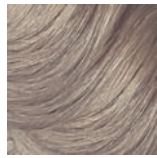


ColorLush from PRAVANA, 60ml

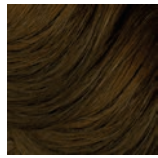
Ammonia/MEA-free Demi Gloss. Creates the most beautiful & gentle hair color experience imaginable. Creates rich color that incrementally improves the integrity of the hair, while imparting glass-like shine. A true, no-lift demi-color that provides greater vibrancy & color depth, whilst still being translucent. **27 incredible Demi Gloss shades & 5 Color Boosts**



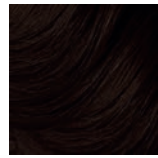
10N Toasted Coconut
12529



8N Double Latte
12530



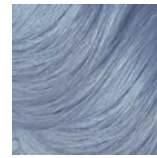
6N English Toffee
12531



3N Mocha Cappuccino
12532



7A Sage Haze
12533



9B Over Ice
12534



5B Deep Sea
12535



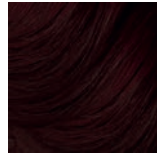
1B Midnight Sapphire
12536



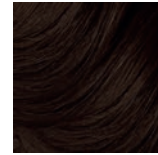
5V Fine Wine
12538



3V Black Cherry
12539



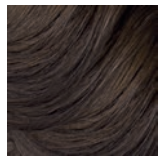
5R Red Velvet
12540



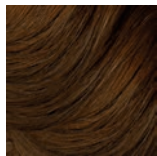
4NB Chocolate Truffle
12542



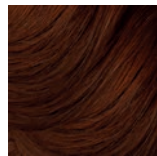
9G Frappe au Lait
12543



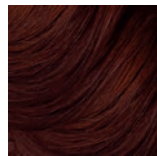
5S Silver Lining
12544



6G Golden Goddess
12545



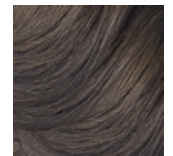
7C Lucky Penny
12546



6RC Fiery Brunette
12547



3R Rebel Red
12548



7S Silver Mink
12550

CREATIVITY BY THE DROP

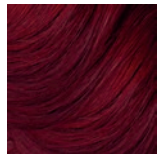
ColorLush includes 4 color boosts & a clear for completely customizable coloring. Take your shade & color formulas to the next level by adding your desired Color Boost. For a boost of tonality, the suggested dosage is 1 full dose of the dropper per 60ml (2 oz.) of color chosen. Example: 1 full dose (50 drops) 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.



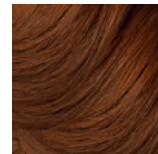
Boost Gold
Elevates gold shades, creates ashier tones when added to the blue family.
12551



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 Toolkit

Includes: 1 x applicator bottle, 1 x dropper, 1 x ColorLush brochure & 1 x swatch ring
10465



Red Color Boost + Blue Color Boost = Violet



Blue Color Boost + Gold Color Boost = Ash



Red Color Boost + Gold Color Boost = Marigold



Red Color Boost + Copper Color Boost = Crimson Copper

MAXIMUM COLOR DILUTION	0.5 oz / 15ml Demi Gloss Color	+	1.5 oz / 45ml Clear	+	2 oz / 60ml 5 Vol Peroxide
MODERATE COLOR DILUTION	1 oz / 30ml Demi Gloss Color	+	1 oz / 30ml Clear	+	2 oz / 60ml 5 Vol Peroxide
MINIMUM COLOR DILUTION	1.4 oz / 45ml Demi Gloss Color	+	0.5 oz / 15ml Clear	+	2 oz / 60ml 5 Vol Peroxide

PRECIOUS METALS

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.

Merchant Kit

- Contains:
 - Swatches
 - Vivids ColorTheory
 - Formulas & Education
- 13916**

Vivids, 90ml:

Express Tones, 90ml:



Moody Blue
13708



Smokey Silver
13797



Rose Gold
13564



Moody Blue
13566



Smokey Silver
13565



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 blonding 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 blonding, lunchtime lightening, quick face-framing & more in **10 seconds** with **LESS** damage.

The Blonde Wand
13289



Pure Light Crème Lightener
90ml
13287



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

Hush Scalp Comfort Solution

Clients want it, stylists need it. Quiet the irritation! 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



Locked-In VIVIDS

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. Important: 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.

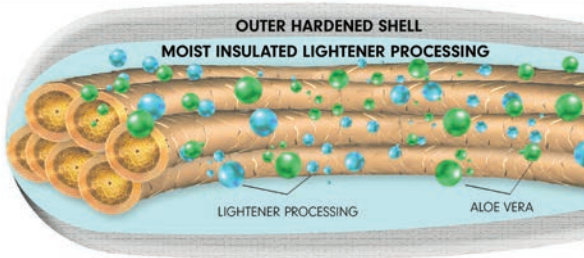
Red
90ml
12485



PURE LIGHT BALAYAGE LIGHTENER WHAT MAKES IT 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"

4 OPTIONS TO LIGHTEN HAIR

PURE LIGHT CREME LIGHTENER

90ml
13287



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 untoned 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

