



PRAVANA[®]

PRODUCT KNOWLEDGE GUIDE

AWARD-WINNING COLORS

great value

CHROMA **SILK**

EXPERIENCE COLOR CHOICES

ChromaSilk offers over 135 shades that span over 10 different tonal families as well as the industry's largest creative color collection, VIVIDS.

SUPERIOR PERFORMANCE

PRAVANA's award-winning, long-lasting silk and keratin-based permanent hair colors deliver up to 100% gray coverage.

VERSATILE COLOR PALETTE

ChromaSilk's versatile portfolio offers radiant reds, timeless violets, bombshell brunettes, unique cool-based naturals and more, resulting in beautiful tones. ChromaSilk also offers the largest range of intermixable VIVIDS creative color options available to professionals that inspires complete artistic freedom.

OPTIONS

Choose from permanent, semi-permanent direct dyes and ammonia-free demi-permanent shades for every hair color situation.



COLOR

portfolio



CHROMASILK CREME HAIR COLOR

Silk and keratin-based creme hair colors that span over 10 tonal families and offer up to 100% gray coverage.

MIXING RATIO 1 : 1½
Example: 30g 1N + 45g 20 Vol



CHROMASILK HI LIFTS

UP TO 4 LEVELS OF LIFT
HI LIFTS are permanent creme hair color used for one-step “lift and tone” blonding. Formulated with corrective pigment needed when lifting from a natural level 6 and above.

MIXING RATIO 1 : 1½
Example: 30g 1N + 45g 20 Vol



CHROMASILK VIVIDS EVERLASTING

VIVIDS Everlasting permanent hair color bridges the gap between permanent creme hair color and direct dye. Use alone, intermix with each other, or with any ChromaSilk Permanent Creme hair color for beautiful, creative options.

MIXING RATIO 1 : 1½
Example: 30g Scarlett Red + 45g 20 Vol



CHROMASILK EXPRESS TONES

True-to-tone, ammonia free toners in 5 minutes or less.

MIXING RATIO 1 : 1½
Example: 30g Beige + 45g Zero Lift



CHROMASILK VIVIDS COLLECTION

VIVIDS, NEONS & PASTELS
The industry’s largest collection of vibrant, long-lasting, semi-permanent colors. Plus, Black, Clear-Dilute and Clear-Pastel additives for complete artistic freedom. There’s only one VIVIDS!

BLONDING

portfolio



PURE LIGHT ULTRA LIGHTENER

UP TO 9 LEVELS OF LIFT
Developed with REUNITE MENDING TECHNOLOGY™, plant-derived mending ingredients aid in reuniting the cuticle layer—proven to reduce frizz and to increase smoothness and shine.

MIXING RATIO 1 : 2
Example: 30g 1N + 45g 20 Vol



PURE LIGHT POWER LIGHTENER

UP TO 7 LEVELS OF LIFT
Micro-encapsulated, blue, dust-free formula lifts up to 7 levels for traditional lightening needs. Ideal for foiling and detail work.

MIXING RATIO 1 : 3
Example: 30g 1N + 45g 20 Vol

DEVELOPERS



CREME DEVELOPERS

Flexible PRAVANA Creme Developer allows the stylist to perform Demi-Permanent, Permanent or Lightening services. Provides a complete range of processing options, from ZERO LIFT to 40 Volume.

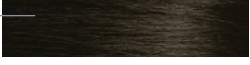
FIVE ESSENTIAL STEPS TO FORMULATION

1

IDENTIFY NATURAL HAIR COLOR LEVEL (1-10)

WHERE AM I STARTING?

Keep the PRAVANA swatch book handy as a reference tool to confirm the starting natural level for formulation. If the hair falls between levels when determining the natural starting level, always formulate from the darker level when going lighter. This will help to avoid unwanted warmth in your end result and ensure you achieve the desired lift.

DESCRIPTIVE		CONTRIBUTING PIGMENT	
Level 10 - Ultra Light Blonde			Pale Yellow
Level 9 - Very Light Blonde			Light Yellow
Level 8 - Light Blonde			Yellow
Level 7 - Blonde			Yellow/Orange
Level 6 - Dark Blonde			Orange/Yellow
Level 5 - Light Brown			Orange
Level 4 - Brown			Red/Orange
Level 3 - Dark Brown			Red

2

DETERMINE DESIRED LEVEL (1- 10) AND TONE

WHERE AM I GOING?

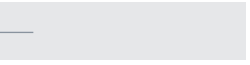
How light or dark do you want the hair to be when you are finished? What tone do you want to see? Lifting levels will always expose the natural underlying pigment so it is important to understand what you will be facing during the lifting process and how you can plan to either neutralize it, balance it or enhance it depending on your desired end result. It is also important to understand what pigments you may need to put back in to the hair if you will be going darker.

3

ARE YOU LIFTING LEVELS OR DEPOSITING? HOW MANY LEVELS?

HOW FAR DO I HAVE TO GO TO GET THERE?

If you are lifting levels, you will need to know how many levels so that you can chose the correct developer. You will chose either 20, 30, or 40 Volume for lifting. Use the chart below to decide. If you are going darker, you are depositing and will chose between Zero Lift Developer and 10 Volume Developer. For a demi-permanent result, you will use Zero Lift with ChromaSilk Express Tones. For a permanent result, you will use 10 Volume with ChormaSilk Permanent Creme Hair Color.

DEVELOPERS		LEVELS OF LIFT & PROCESSING
Zero Lift		No lift, demi-permanent. Deposit only 5-20 Mins.
10 Volume		Minimal lift. Maximum deposit 30 Mins.
20 Volume		Up to 1 level of lift. Optimal for gray/white coverage 30-45 Mins.
30 Volume		Up to 2 levels of lift for lighter, brighter effects 45 Mins.
40 Volume		Up to 3 levels of lift for maximum lifting Up to 45 mins.

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ARE THERE ANY OBSTACLES IN MY WAY?

There are certain factors that you will have to address in order to achieve your desired results. Uneven or extreme porosity can cause hollow, quickly fading hair color. Hair that is not in healthy condition or has diminished elasticity or strength may need to be addressed previous to coloring the hair. Unwanted pigment can dictate the tone of your results. Hard water build up can prevent even lifting or deposit. Gray hair requires a formula that includes an N, Nt or G family color. To formulate for gray coverage use this chart to make sure you plan accordingly.

GRAY %		NATURAL, NEUTRAL OR GOLD	TARGET SHADE %
25%		25% N, Nt or .3 (G)	75% of Target Shade
50%		50% N, Nt or .3 (G)	50% of Target Shade
75%		75% N, Nt or .3 (G)	25% of Target Shade

REPLENISHING COLOR

When going from lighter levels to darker levels, replenishing is often necessary. Replenishing is the replacement of underlying pigment that have been removed by lightening process, also known as re-pigmenting or filling .Whether starting with pre-lightened hair or naturally lighter hair, you should always make sure that the natural underlying pigment of your target level is present in your formula if it is missing from the hair. If you are going two levels darker or less, you can do this in one easy step. Refer to the chart below to determine which replenishing formula to use. If you are going 3 levels darker or more, PRAVANA recommends replenishing first with the replenishing shade, rinse, shampoo, dry and apply target formula.

TARGET LEVEL		HOW MUCH TO ADD	REPLENISHING LEVEL & SHADE
7 or 8		10g of replenishing tone into 30g of target shade.	8.34 / 8Gc 
7 or 8 but Overly Porous		10g of replenishing tone into 30g of target shade.	8.43 / 8Cg 
6 or Lower		10g of replenishing tone into 30g of target shade.	6.34 / 6Gc 

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UNDERLYING PIGMENTS

HOW DO I ADDRESS THOSE OBSTACLES?

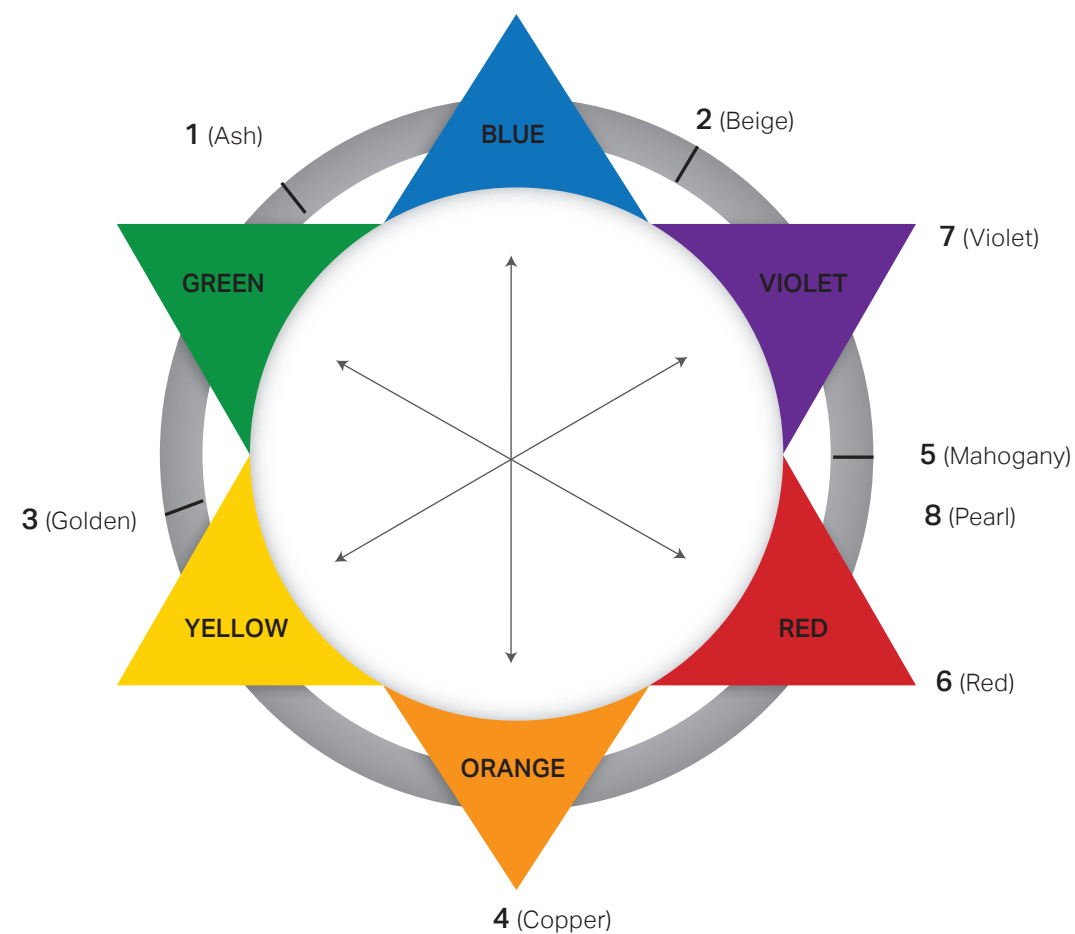
Overly porous hair will need to be treated. This will help address porosity when used prior to a hair color application. Sometimes porous hair or hair that is missing desired underlying pigments will need to have those pigments added to your formula. Use the chart below to account for this in your formulas. Unwanted pigment will need to be controlled with complimentary tones in your formula. Use your color wheel to learn which tones to include and which PRAVANA tonal families to use.

BASE TONES		PRAVANA TONAL FAMILIES
Slight Blue		N (Naturals)
Cool Green		1 (Ash)
Blue Violet		2 (Beige)
Cool Gold		3 (Golden)
Orange		4 (Copper)
Violet Red		5 (Mahogany)
Red		6 (Red)
Violet		7 (Violet)
Soft Pink Cool Silver		8 (Pearl)
Neutral		Nt (Neutrals)

THE COLOR WHEEL

UNDERSTAND HOW TO ENHANCE, CHANGE OR NEUTRALIZE TONES

To effectively understand the nature of hair color tones, we should think in terms of primary colors: Red, Yellow and Blue, and secondary colors: Orange, Green and Violet. Then we can quickly understand how to accentuate hair color tones and more importantly, understand how to neutralize unwanted tones.



NEUTRALIZED TONE

A neutral tone is achieved by "neutralizing" the underlying pigment using an opposing color on the color wheel.



CHROMASILK NUMBER SYSTEM

USING CHROMASILK LEVEL AND TONAL VALUE NUMBER SYSTEM WHEN COLORING HAIR



5.37 / 5Gv

#. LEVEL OF DEPOSIT

The first number before the decimal point expresses the level or depth of color.

##. 100% OF TONE
EXAMPLE: .4 (C)

The number or numbers following the decimal point express the tonal value of the particular shade. When there is one number after the decimal point, that number represents 100% of the tone of that shade.

###. INTENSE
EXAMPLE: .44 (Cc)

When the first and second numbers following the decimal point are the same, this indicates a doubling of that tone, creating intense shades.

##.0 BRIGHT
EXAMPLE: .40 (Cc)

When the second number following the decimal is a 0, then the color is a bright shade. The 0 indicates an absence of a secondary pigment. This means the color is only 70% pigmented and thus has less depth. This makes it appear brighter.

##.## 70% PRIMARY/
30% SECONDARY
EXAMPLE: .37 (Gv)

If there are two numbers after the decimal point, the first number represents the primary base tone which is 70% of the color. The second number following the decimal point represents a secondary accent tone, which is 30% of the color.

##.0# SHEER
EXAMPLE: .02 (bv)

When the first number following the decimal point is a 0, then the color is a sheer version of the tone represented by the number following the decimal point, as there is no primary tone and only 30% at the secondary tone.

LOWLIGHTS AND REPLENISHING

permanent shades

WHAT ABOUT THE OTHER SIDE OF BLONDING?

As any honey, ash, golden or global blonde knows, at some point, the color fades, becomes flat and/or loses its full multi-dimensional look. To add dimension to blonde hair, sometimes a stylist needs to go back in and add some darker shades to lowlight and add drama to the overly lightened hair.

EASILY ADJUST A STARK OMBRE, OVERLY HIGHLIGHTED OR GLOBAL BLONDE HAIR WITH ANY OF THE 2 LOWLIGHT SHADES.

If the target shade is between level 6 - 8 and happens to be in the target tones of Neutral, PRAVANA offers its Lowlight Collection, a collection of 2 shades that are pre-blended with replenishing tones. These popular shades create natural-looking lowlights to complement every skin tone, and simplify the lowlight service with color deposit and replenishing in 1 step.



VIVIDS EVERLASTING

BRING THE MAGIC
OF VIVIDS TO
YOUR PERMANENT
FORMULAS

permanent shades

DISCOVER PRAVANA'S NEXT EVOLUTION IN HAIR COLOR

Bridge the gap between permanent creme hair color & direct dye! ChromaSilk VIVIDS Everlasting can be used alone, intermixed with each other, or with any ChromaSilk Permanent Crème Hair Color for beautiful creative options.

FORMULATED WITH

Elfe Flower Extract: known for antioxidant benefits and conditioning properties	True Unicorn Root: known for antioxidant benefits	Sea Buckthorn Oil: known to strengthen hair and enhance shine
--	--	--

Enchanted Pink		Poison Berry	
Mystic Magenta		Bewitching Blue	
Scarlette Red		Violet Reign	
Pastel Potion			

MIXING & PROCESSING

- ✓ Use 10 Volume for maximum deposit or 20 Volume for lighter, brighter results.
- ✓ The same protein enriched base as ChromaSilk Permanent Crème Hair Color.
- ✓ Balanced ph for consistent results when intermixing with ChromaSilk Permanent Crème Hair Color and using 10, 20, 30 or 40 Volume.
- ✓ Pastel Potion can be used as clear mixing medium to dilute the tone & level of any shade, or to create custom lighter colors.

1 Shade Lighter

1 part Color +
1 part Pastel Potion
Example: 30g Scarlette
Red + 30g Pastel Potion

2 Shades Lighter

1 part Color +
2 parts Pastel Potion
Example: 30g Scarlette
Red + 60g Pastel Potion



EXPRESS TONES

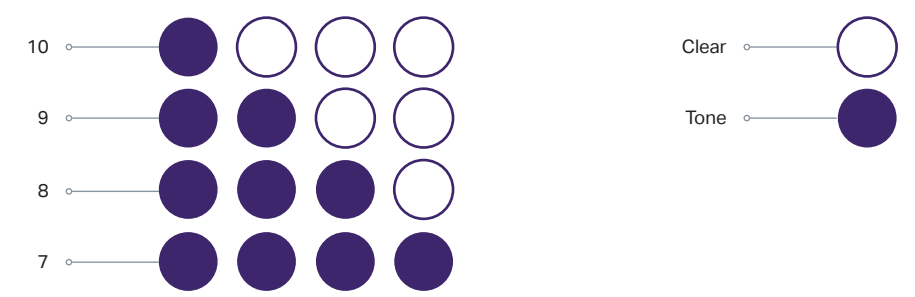
demi-permanent

MAXIMUM CONTROL

Pure tone, progressive colors offer you maximum control and creativity. With 9 shades plus Clear to choose from, you can control the tonality and depth of deposit you get by altering your formula and your processing time. To see deposit as dark as a level 7 in 5 minutes or less, use your chosen tone with Zero Lift developer and apply to damp hair. To see lighter levels of deposit, use Express Tones Clear in the ratios described in this chart.

CHROMASILK EXPRESS TONES BLONDE SERIES

Use these ratios to create expected levels of deposit



CHROMASILK EXPRESS TONES BRUNETTE SERIES

To control level of deposit with Express Tones Brunette, use different processing times. For a level 7 deposit, process for 5 minutes, a level 6 process for 10 minutes and a level 5 process for 15 minutes.

To see more depth of deposit and deeper deposit of tone, you can extend your processing time up to 15 minutes or apply on dry hair.

MIXING & PROCESSING

- ✓ **Mixing Ratio:** 1 part color : 1½ parts Zero Lift Creme Developer.
Example: 30g Express Tones Ash + 45g Zero Lift.
- ✓ **Levels of Lift:** None
- ✓ **Processing Time:** 5-15 minutes depending on desired end result at room temperature
- ✓ **Use:** Neutralize and balance unwanted tones in hair or add desired tones



FAST ACTING & AMMONIA FREE EXPRESS TONES THAT CAN OXIDIZE & DEPOSIT IN 5 MINS!

VIVIDS

semi-permanent

PRAVANA: the first professional hair color brand to bring the industry VIVIDS!
Explore the largest range of intermixable creative color options available to professionals for an infinite palette that inspires complete artistic freedom.

First to introduce **trending** Pastels

and **electrifying** blacklight-

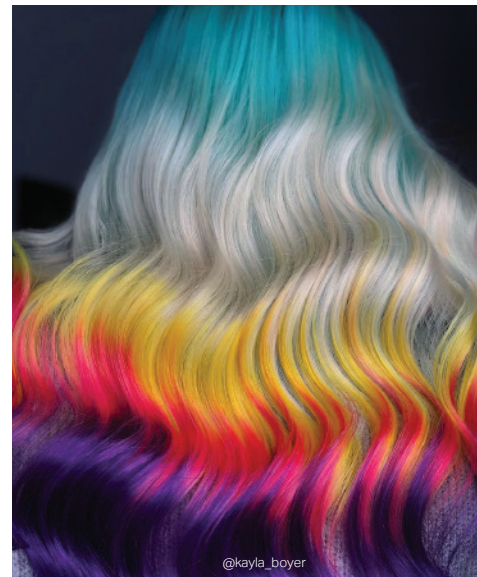
responsive Neons, PRAVANA brings

groundbreaking creative color

collections to salon professionals

that **revolutionize** the industry.

#CHROMASILKVIVIDS



VIVIDS BASICS

THE APPLICATION

01

Pre-lighten hair to the desired level of lift using PRAVANA PURE LIGHT Power Lightener™ or PURE LIGHT ULTRA Lightener™.

02

Apply VIVIDS directly to clean, dry hair without mixing with developer.

03

Take smaller sections to ensure complete saturation of your strands.

04

Process for 20-30 minutes at room temperature.

05

Rinse with cool water until water runs clear.

PRO-TIP:

For heavily pigmented shades like Violet and Blue, PRAVANA recommends a light shampoo with our Color Protect Shampoo



@georgiabianco

DIMINISH VIVIDS GUIDE



FIRST STEP: PRE-LIGHTENING

1 PART PURE LIGHT POWER LIGHTENER + 3 PARTS ZERO LIFT CREME DEVELOPER

In most cases, complete removal of direct dyes can be achieved with little to no pigment remaining. However, in situations where multiple applications or layers of direct dyes have been applied there may be residual remnants of stubborn pigments. In these scenarios it's best to use our Express Tones to set the tone of your VIVIDS.

LIFTING GUIDE

VIVIDS COLLECTION

7

LEVEL



ORANGE



RED



MAGENTA



WILD ORCHID



VIOLET

8

LEVEL



GARNET

9

LEVEL



YELLOW



NEON YELLOW



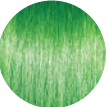
NEON ORANGE



GREEN



EMERALD



NEON GREEN



AQUAMARINE



PURPLE TOURMALINE

10

LEVEL



PASTEL PRETTY IN PINK



PINK



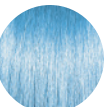
NEON PINK



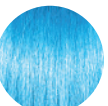
PASTEL TOO CUTE CORAL



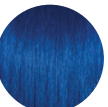
SUNSTONE



PASTEL BLISSFUL BLUE



NEON BLUE



BLUE



BLUE TOPAZ



PASTEL LUSCIOUS LAVENDER



SILVER



SMOKEY SILVER

UNDERLYING PIGMENTS



BEFORE

FIRST STEP: PRE-LIGHTENING

When lightening, you are exposing the underlying pigment at a particular lifting level. You are also creating the first factor in your VIVIDS formulation.

The underlying pigment at a level 7 (gold) creates the perfect contributing tone to achieve Magenta, Violet, Red, Orange and Wild Orchid.

In cases where VIVIDS PASTELS are desired, lifting must be achieved to the absence of almost all underlying pigment (pale yellow) to create the pastel tone.

When the hair has not been sufficiently lightened, the contributing underlying pigment will alter your final result.



AFTER

SECOND STEP: TONE TO SET THE TONE

Toning before VIVIDS will increase longevity compared to traditional lift, dry and deposit.

The ammonia-free EXPRESS TONES formula will slightly even out the porosity in the hair without fully closing the cuticle like traditional permanent color. Toning with EXPRESS TONES will not only prep the hair, but boost tonality in your final VIVIDS color, as well.



VIVIDS

underlying pigment chart

	VIOLET	PINK	SILVER	AQUAMARINE	BLUE
LEVEL 7					
LEVEL 8					
LEVEL 9					
LEVEL 10					



As the most requested salon service surpassing cut and color, blonding technique education is crucial to deliver your client's needs. PRAVANA worked in conjunction with leading industry artists to provide education on the biggest trends in blonding.

Unlock **time-saving** techniques that ensure beautiful results and **maintain hair health** through the lightening process. Formulating, pre-lightening, processing and applications are covered in detail through **headsheets** and **step-by-steps** provided by leading blonding artists.



PRAVANA's innovative blonding product portfolio, paired with a full range of tools, provides endless possibilities that transform you into a blonding master.

LIGHTENING

CHROMASILK HI LIFTS

permanent shades

- ✓ Collection consists of four violet hues with a heavy dye-load to counteract brassiness and one champagne hue to embrace warm tones and to intermix.
- ✓ Bleach alternative for virgin hair, root regrowth, or base-breaking
- ✓ Omega 9-rich fatty acids and apricot oil maintain the integrity of the hair, leaving it softer and shinier.
- ✓ Lifts up to 4 levels

EASY-TO-USE, ONE-TUBE FORMULAS GIVES BEAUTIFUL RESULTS EACH AND EVERY TIME.

LEVEL + UNDERLYING PIGMENT + CORRECTIVE TONE = END RESULT					
Level 9	+		+		= Pale Violet
Level 8	+		+		= Light Violet
Level 7	+		+		= Violet Blue
Level 6	+		+		= Cool Violet
Try mixing non-correcting Champagne with other HI LIFTS shades to create customized looks.					= Champaign

HOW TO USE:

Use on virgin, natural levels 6 or higher for up to 4 levels of lift or for base breaking.

MIXING RATIO:

- ✓ 1 : 1½ (HI LIFT Color : PRAVANA Creme Developer)
- ✓ Use Zero Lift or 10 Volume (for Base Breaking), process for up to 10 minutes at room temperature.
- ✓ Use 30 or 40 Volume for 4 levels of lift, process for 45 minutes at room temperature.





MICRO-ENCAPSULATED BLUE POWDER LIGHTENER FOR

*Time-Released
Lightening*

- ✓ Can be used for on/off scalp application
- ✓ Best for contained lightening, global blonding, foil highlighting or color correction.
- ✓ Lifts up to 7 levels

HOW TO USE: Process for up to 55 minutes, checking every 5-10 minutes until you have reached your desired target level.

MIXING RATIO: 1 : 3 (PURE LIGHT Power Lightener™ : Crème Developer)
(Choose from zero lift, 10 Vol, 20 Vol, 30 vol, and 40 Vol)

ON SCALP APPLICATION: (Zero lift, 10 Vol, 20 Vol) | **OFF-SCALP APPLICATION:** (Zero lift, 10 Vol, 20 vol, 30 Vol, or 40 Vol)



**PURE LIGHT
Power Lightener™**

RISE TO NEW LEVELS
WITH PRAVANA.

**PURE LIGHT
Ultra Lightener™**



PURE LIGHT



Ultra Lightener

- ✓ Lifts up to 9 levels
- ✓ Formulated with Reunite Mending Technology™ to restore hair from the inside out
- ✓ Can be used for on or off-scalp lightening

HOW TO USE: PURE LIGHT Ultra Lightener™ is formulated with **ReUnite Mending Technology** that repairs hair from the inside out and provides up to 9 levels of lift.

MIXING RATIO: 1 : 2 (PURE LIGHT Ultra Lightener™ : Crème Developer)
(Choose from Zero lift, 10 vol, 20 vol, 30 vol, and 40 vol)

ON SCALP APPLICATION: (Zero lift, 10 vol, 20 vol) | **OFF SCALP APPLICATION:** (Zero lift, 10 vol, 20 vol, 30 vol, or 40 vol)

COLOR SUPPORT

care and treatment

styling



THE PERFECT BLONDE REGIMEN

- ✓ For blonde, silver or highlighted hair
- ✓ Neutralizes yellow tones
- ✓ Proven to neutralizes yellow tones
- ✓ Reduces breakage



INTENSE THERAPY REGIMEN

- ✓ Reduces breakage by up to 98%
- ✓ Reparative benefits and lightweight formula leaves hair feeling smoother, healthier and more rejuvenated.



COLOR PROTECT REGIMEN

- ✓ Proven to ensure color lasts up to 60 washes
- ✓ UV color protectors reduce color fading
- ✓ Enriched with Silk Amino Acids to help build strength



SUPER SHAPE/ SUPER SHAPE EXTREME HAIRSPRAY

- ✓ PRAVANA's best selling hair spray
- ✓ Provides medium, build-able hold with touchable finish
- ✓ Provides strong hold
- ✓ Does not weigh the hair down



FRESH DRY SHAMPOO

- ✓ Absorbs oil and refreshes hair
- ✓ Helps prolong blowouts & color without dulling hair
- ✓ Lighter ingredients won't leave behind powdery residue



PURIFY & REVIVE PRIME SPRAY

- ✓ Groundbreaking one-step spray
- ✓ Instantly removes build-up in 95%
- ✓ Only 5 minutes needed, less time than leading competitors

PURIFY & REVIVE CLEANSE

- ✓ Powered by plant-based Lactic Acid to instantly remove build up without stripping away moisture
- ✓ Color-safe



TRUITY™ DAILY CLEANSER

- ✓ Cleanses without stripping color and natural oils

TRUITY™ DAILY CONDITION

- ✓ Quenches thirsty locks for hydrating results

TRUITY™ THERMAL BLOWDRY CREAM

- ✓ Lightweight frizz control for up to 96 hours.
- ✓ Heat protection up to 450°F



SILK DEGREES PREP & TREAT

- ✓ Use to prep hair before color applications, or as a stand-alone treatment for dry, damaged hair.
- ✓ Treatment is done in just 5 minutes
- ✓ New **Reunite Mending Technology™**
- ✓ Easy-to-use in a backbar-friendly pump



HYDRA PEARL OIL VITAMIN OIL COMPLEX

- ✓ Clear formula for smooth, shiny, deeply nourished hair
- ✓ Vitamin oil complex fights frizz and humidity
- ✓ Protects against heat up to 450° F



POLISH & REUNITE SPLIT END MENDER

- ✓ Lightweight styling cream with formulated with split end mending technology. Improves manageability, smoothness & shine.
- ✓ Protects against heat up to 450° F

PRAVANA®

empowered education

Continuous learning is available with PRAVANA! Stylists are invited to access information and education on creative color theory and techniques curated and taught by an elite team of artists that share their exceptional skill, creative vision and business knowledge through in-store classes, free online education and more.

CHROMASILK

Welcome to PRAVANA + Online Color Cert + Formula with PRAVANA
+ Placement Perfection + Color Correction +Tired Collection

VIVIDS

Welcome to PRAVANA + Online Color Cert + Formula with VIVIDS
+ Wearable VIVIDS + Create w/ VIVIDS

BLONDING

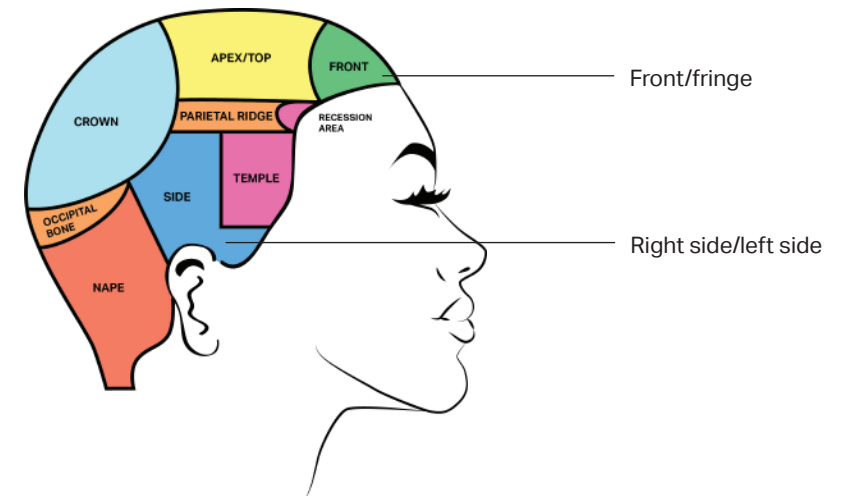
Welcome to PRAVANA + Online Color Cert + Blonding Authority
+ Blonding Authority: Balayage + Blonding Authority: Foiling
+ Blonding Authority: Lifting & Toning

BUSINESS

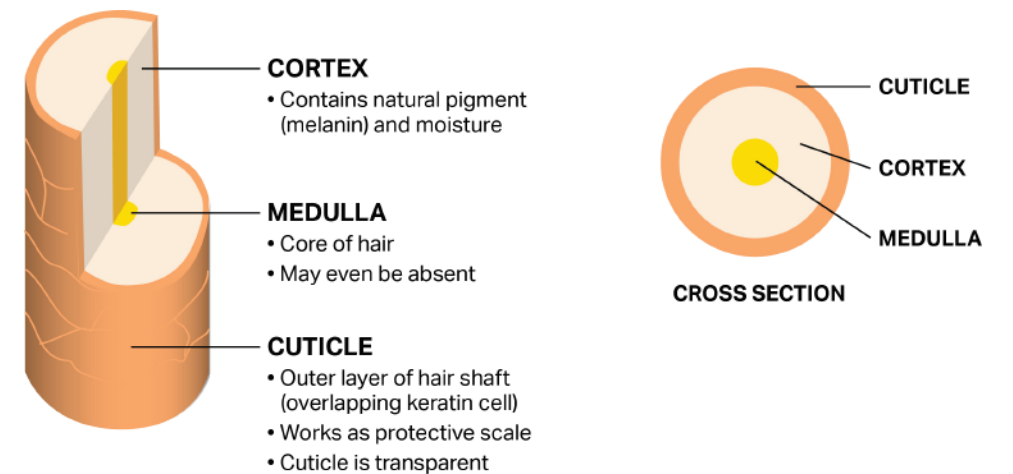
Welcome to PRAVANA + Social Presence + Scroll Stoppers

APPENDIX

PARTS OF THE HEAD



HAIR STRAND STRUCTURE



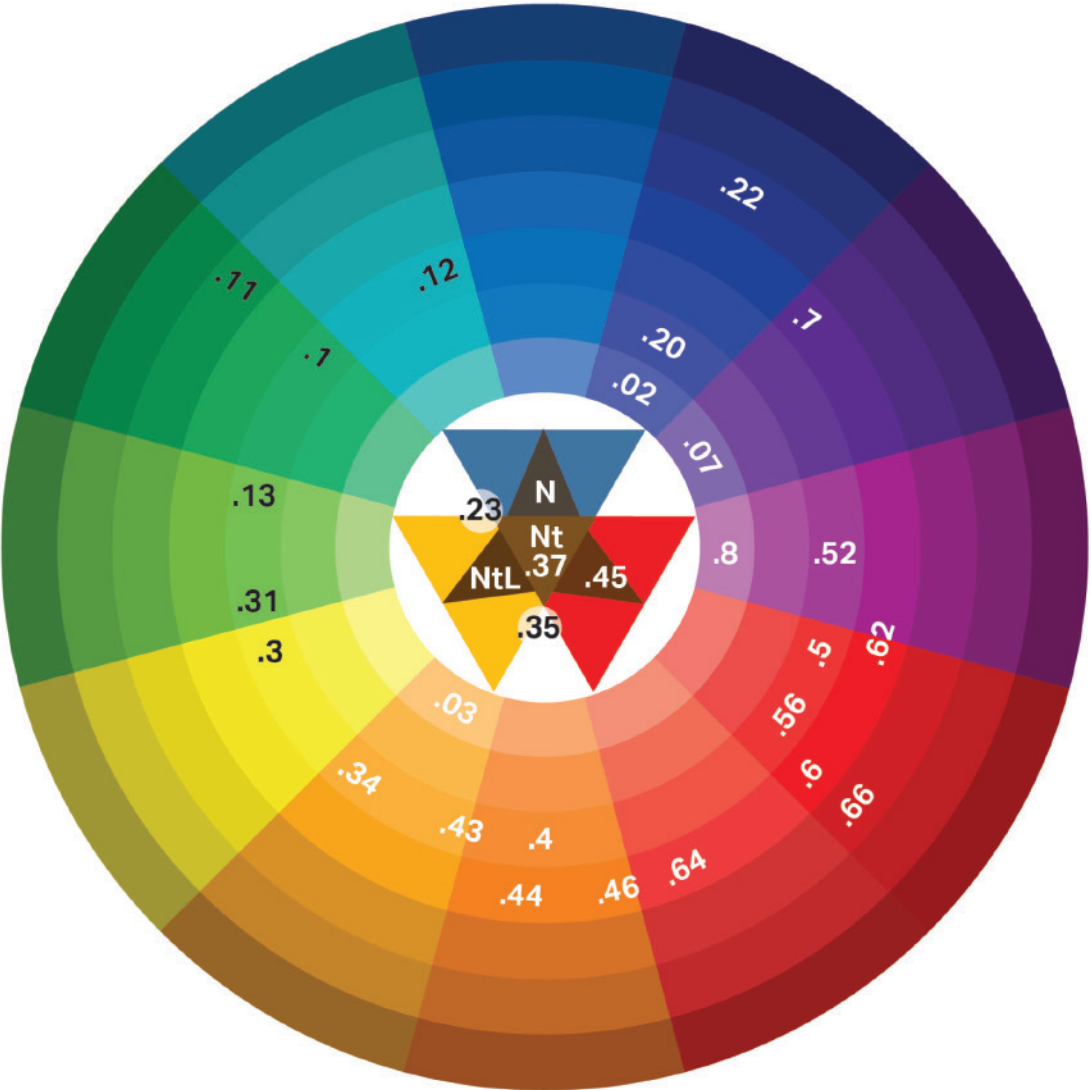
LIFTING GUIDE

	Are you lifting virgin hair?	Are you lifting previously lightened hair?	Are you lifting on the scalp?	Are you lifting up to 3 levels?	Are you lifting up to 4 levels?	Are you lifting 5-7 levels?	Are you lifting 8-9 levels?
ChromaSilk	✓		✓	✓			
HI LIFTS	✓		✓	✓		✓	
Lightening Booster 000	✓		✓	✓			✓
PURE LIGHT Power Lightener	✓	✓	✓	✓	✓	✓	
PURE LIGHT Ultra Lightener	✓	✓	✓	✓	✓		

*Do not use 30 or 40 Volume on-scalp with PURE LIGHT Power Lightener or PURE LIGHT Ultra Lightener.

COLOR WHEELS

CHROMASILK® PERMANENT CREME COLOR



- | | | | |
|--------------------|-----------------------|-----------------------|--------------------|
| .1 - Ash | .03 - Sheer Gold | .44 - Intense Copper | .6 - Red |
| .11 - Intense Ash | .3 - Gold | .45 - Copper Mahogany | .62 - Red Beige |
| .12 - Ash Beige | .31 - Golden Ash | .46 - Copper Red | .64 - Red Copper |
| .13 - Ash Gold | .35 - Golden Mahogany | .5 - Mahogany | .66 - Intense Red |
| .02 - Sheer Beige | .37 - Golden Violet | .52 - Mahogany Beige | .7 - Violet |
| .20 - Bright Beige | .4 - Copper | .51 - Mahogany Ash | .07 - Sheer Violet |
| .22 - Beige | .42 - Copper Beige | .56 - Mahogany Red | .8 - Pearl |
| .23 - Beige Gold | | | |

CHROMASILK® VIVIDS™ NEONS



- | | | | |
|-----------------|------------------|------------------------|-----------------------|
| 1 - MAGENTA | 9 - SILVER | 16 - SMOKEY SILVER | 23 - PRETTY IN PINK |
| 2 - RED | 10 - PINK | 17 - GARNET | 24 - LUCIOUS LAVANDER |
| 3 - VIOLET | 11 - NEON YELLOW | 18 - AQUAMARINE | 25 - TOO CUTE CORAL |
| 4 - ORANGE | 12 - NEON BLUE | 19 - PURPLE TOURMALINE | 26 - BLISSFUL BLUE |
| 5 - WILD ORCHID | 13 - NEON PINK | 20 - SUNSTONE | 27 - BLACK |
| 6 - YELLOW | 14 - NEON GREEN | 21 - BLUE TOPAZ | 28 - CLEAR-PASTEL |
| 7 - GREEN | 15 - NEON ORANGE | 22 - EMERALD | 29 - CLEAR-DILUTE |
| 8 - BLUE | | | |

CHROMASILK® HI LIFTS



- | | | |
|------------------|-----------------|---------------|
| 1 - Pale Violet | 3 - Violet Blue | 5 - Champagne |
| 2 - Light Violet | 4 - Cool Violet | |

CHROMASILK® EXPRESS TONES



- | | | | |
|-------------------|---------------|----------------------|------------------------|
| 1 - Pearl | 4 - Rose Gold | 7 - Dark Mahogany | 9 - Dark Neutral Pearl |
| 2 - Smokey Silver | 5 - Ash | 8 - Dark Neutral Ash | 10 - Clear |
| 3 - Violet | 6 - Beige | | |

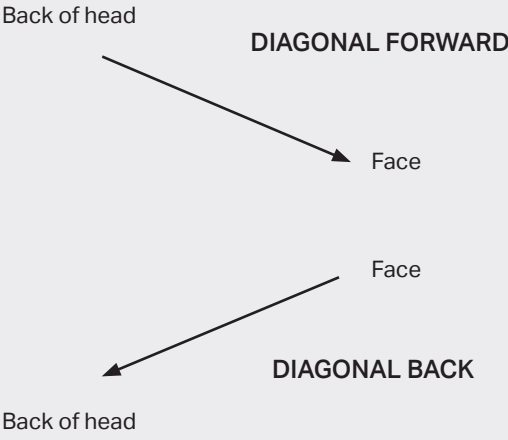
CHROMASILK® VIVIDS™ everlasting



- | | | |
|------------------|--------------------|---------------------|
| 1 - Violet Reign | 3 - Enchanted Pink | 5 - Scarlett Red |
| 2 - Poison Berry | 4 - Mystic Magenta | 6 - Bewitching Blue |

PRIMARY GRAPHICS

IN BLACK



FOILING GRAPHICS

IN PRAVANA PURPLE

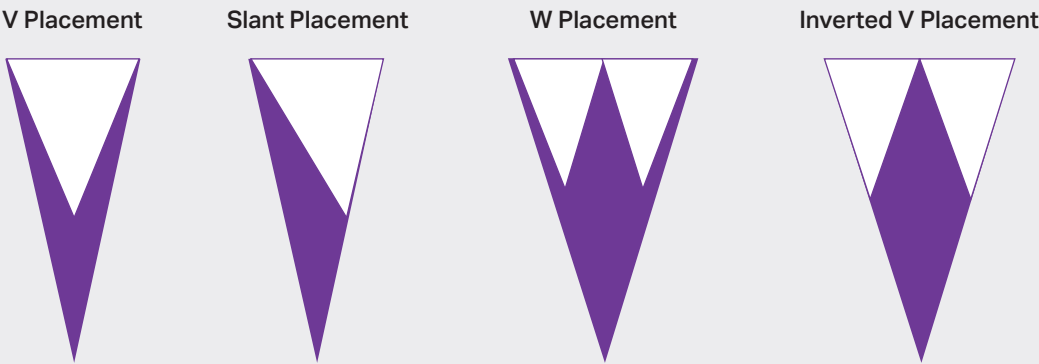


FOILING GRAPHICS WITH TEASING

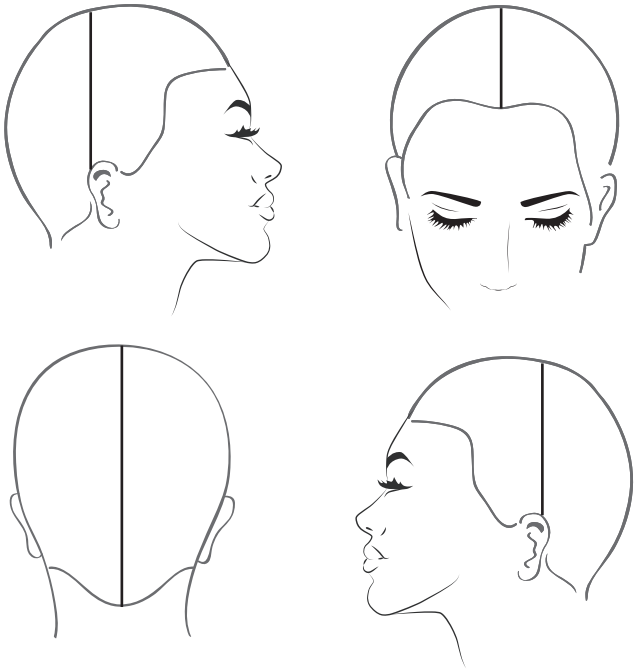
IN PRAVANA PURPLE



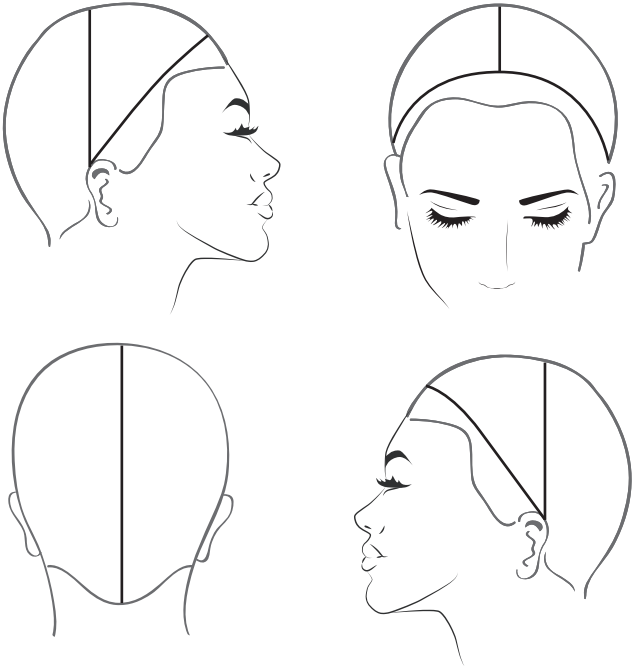
BALAYAGE GRAPHICS



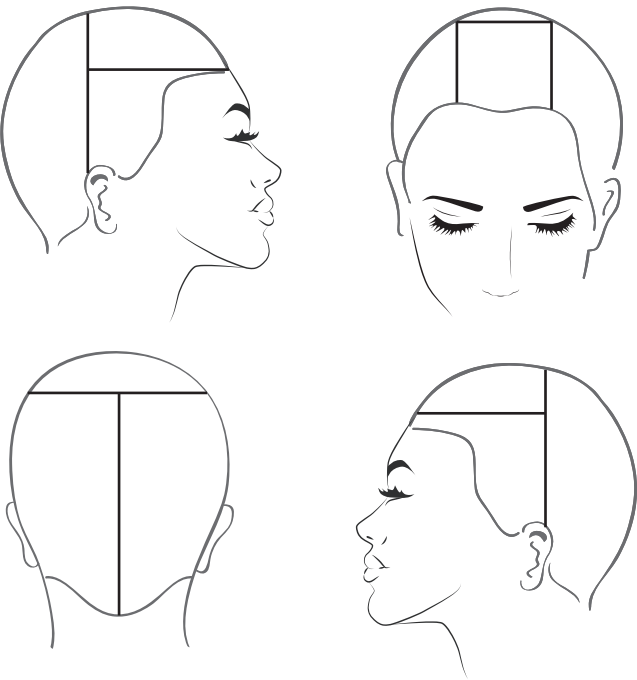
QUADRANT SECTIONING



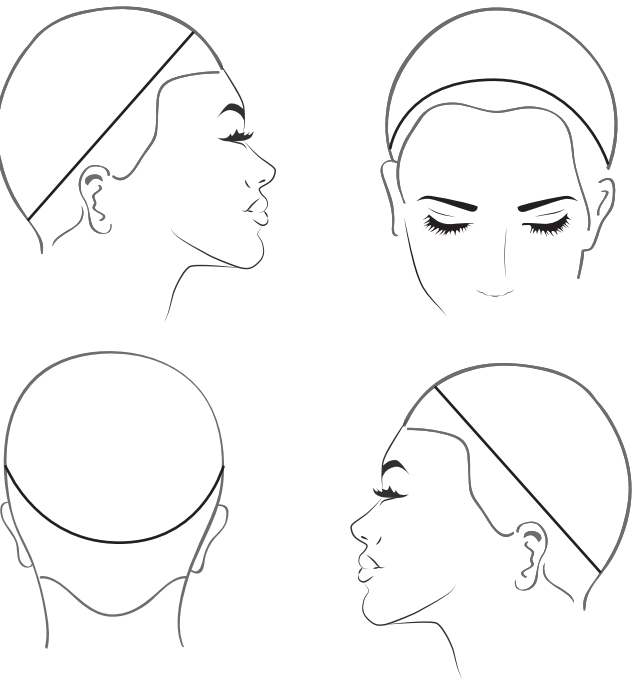
FACE FRAME 5 SECTIONING



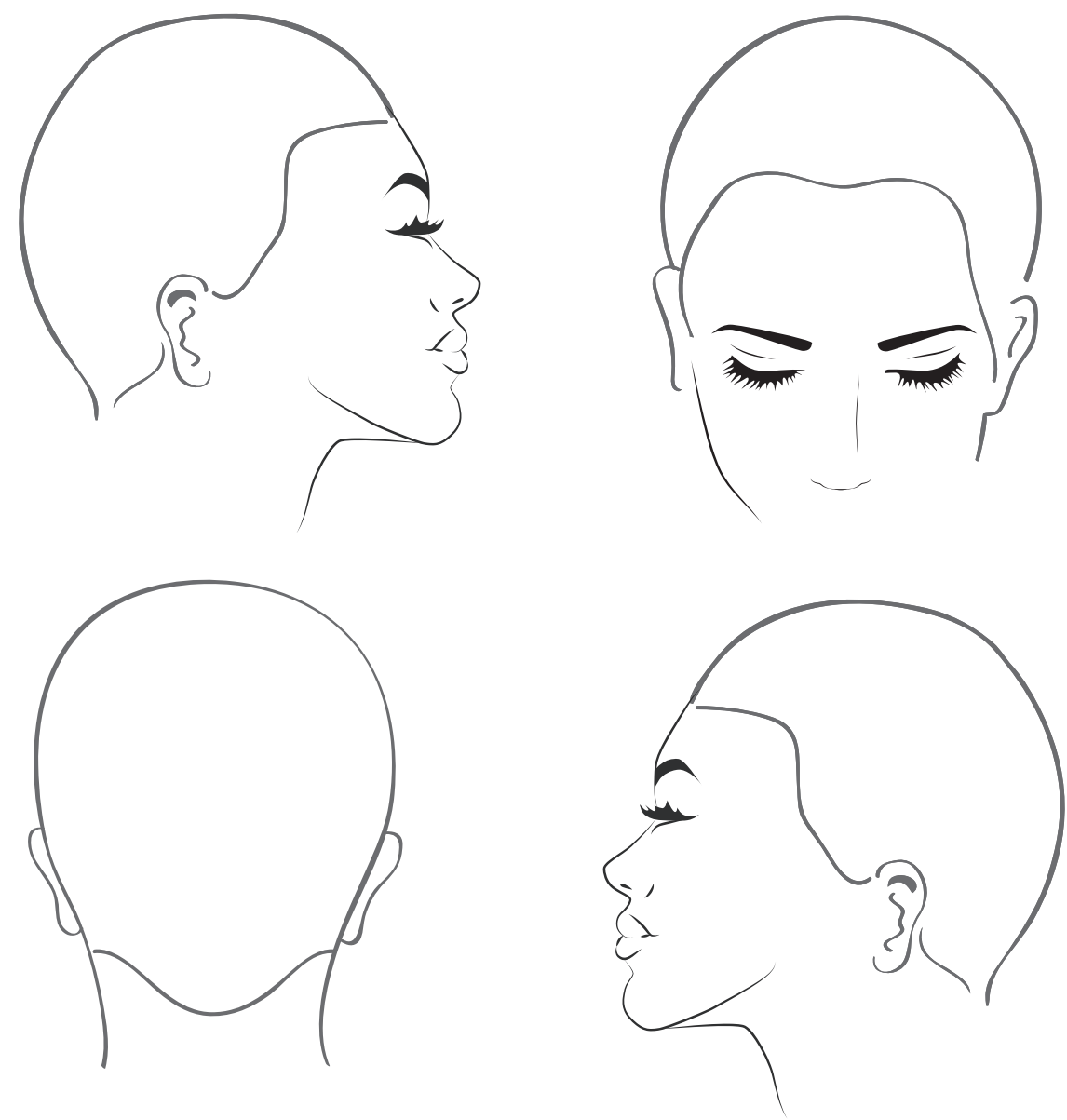
STANDARD 5 SECTIONING



HALO SECTIONING

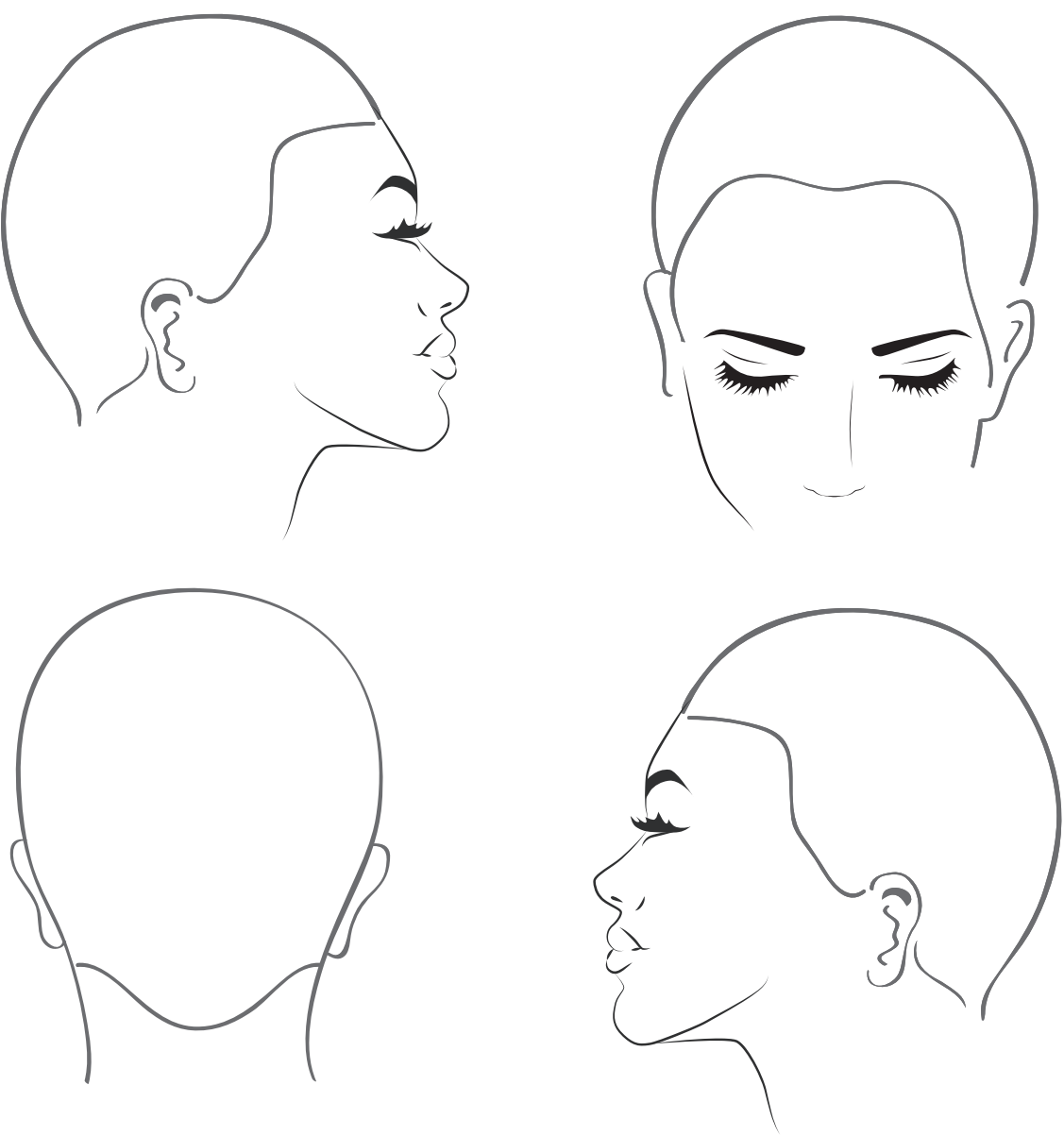


UNLEASH YOUR ARTISTRY



Technique Name: _____

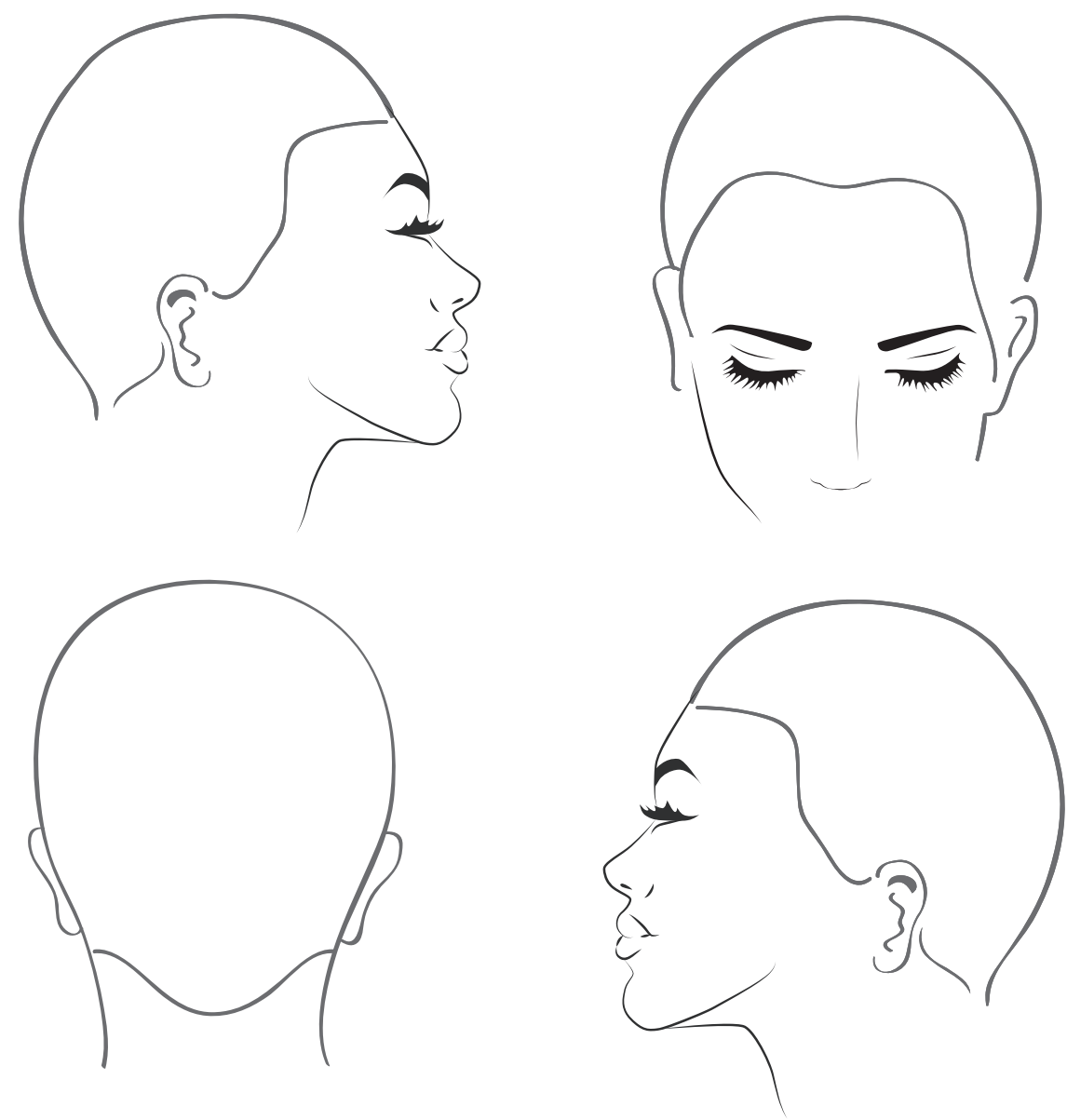
Notes: _____



Technique Name: _____

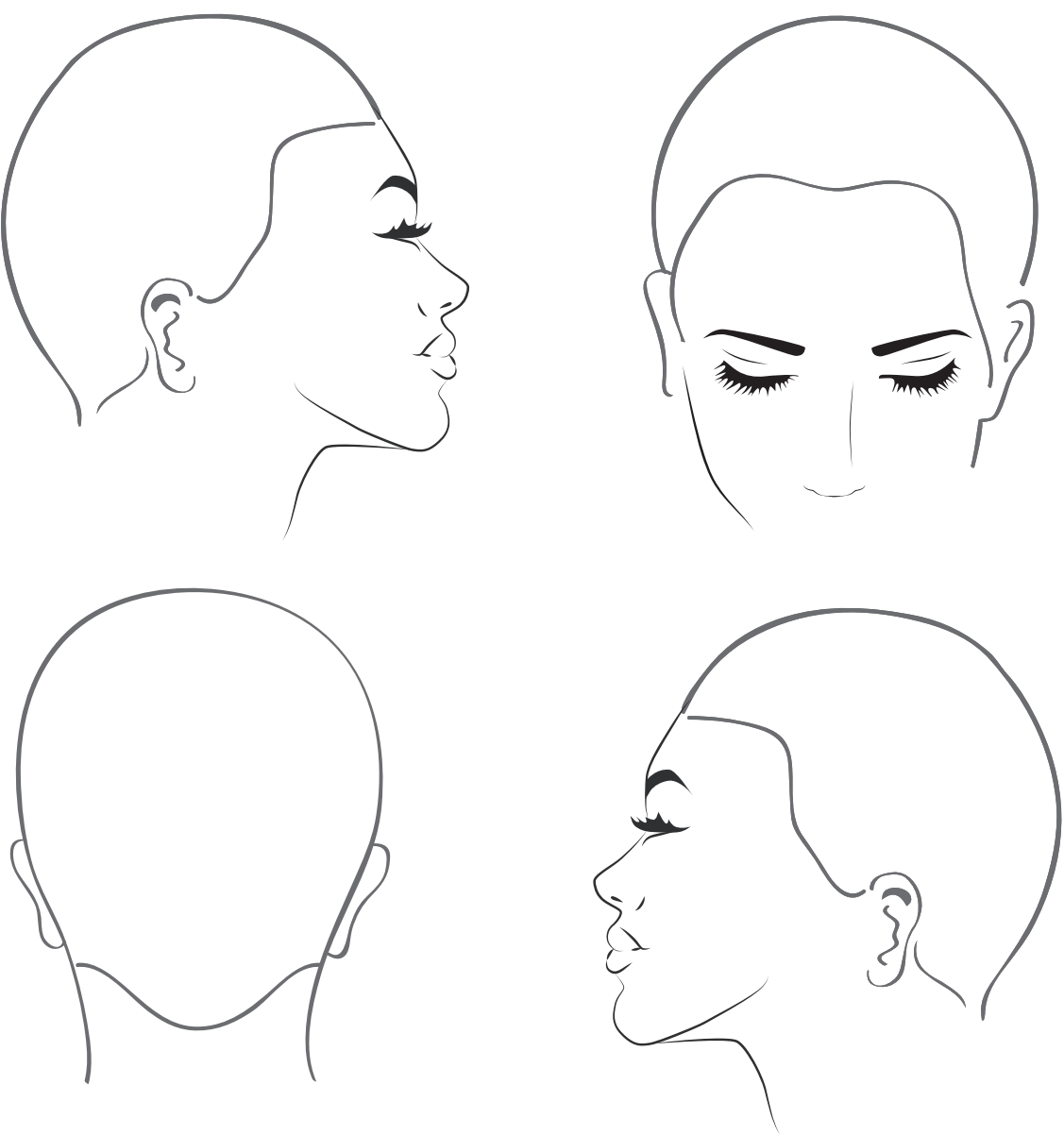
Notes: _____

UNLEASH YOUR ARTISTRY



Technique Name: _____

Notes: _____



Technique Name: _____

Notes: _____

	MAHOGANY blanched coc / violet base	CHOCOLATE coc / gold base	BEIGE double blue violet base	INTENSE ASH coc / double green base	ASH coc / green base	NATURALS align / blue base	BLENDED NEUTRALS neutral base	GOLDEN gold base	COPPER blonde / orange base	RICH COPPER orange with violet base
	CAOBA base caoba fresca mezclada	TONOS CHOCOLATE base dorado fno	TONOS NACARADOS base cobre azul violeta	TONOS CENIZOS INTENSO base fno doble verde	TONOS CENIZOS frios base ver de	TONOS NATURALES frios contractor azul leve	MEZCLA DE COLORES NEUTROS base de color neutro	TONOS DORADOS calidos base dorado	TONOS COBRE calidos base naranja	COBRE RICO base fno mezcla violeta
	ACAJOU base acajou froide harmonisée	TONS CHOCOLAT base de froids doré	TONS NACRÉS bleu froid base violet	TONS CENDRÉS INTENSE base froids cobier vert	TONS CENDRÉS froids base vert	TONS NATURELS froide base bleu léger	NEUTRES À MELANGER base neutre	TONS DORÉS chauds base doré	TONS CUIVRÉ chaude base orange	CUIVRÉ RICHE base orange violet
VIOLET violet base	4.52 / 4MBv medium brown cajaño de caoba / café / base fno violet	4.37 / 4Gv medium brown cajaño / chocolate / café / base fno violet	4.20 / 4BVBv light beige brown cajaño / beige / chocolate / café / base fno violet	5.11 / 5AA light intense ash brown cajaño / ash / chocolate / café / base fno violet	6.1 / 6A ash blonde rubio / ash / chocolate / café / base fno violet	1N / 1N dark negro / café	3N17 / 3NV light neutral ash brown marrón / ash / chocolate / café / base fno violet	4.3 / 4G light brown cajaño / chocolate / café / base fno violet	4.4 / 4C light brown cajaño / chocolate / café / base fno violet	4.45 / 4Cm light brown cajaño / chocolate / café / base fno violet
VIOLETA base violeta	4.56 / 4Mv medium reddish brown cajaño de caoba / rojo / base fno violet	5.37 / 5Gv light golden ash brown cajaño / chocolate / café / base fno violet	5.22 / 5BVBv light intense beige blonde cajaño / beige / chocolate / café / base fno violet	6.11 / 6AA dark intense ash blonde rubio / ash / chocolate / café / base fno violet	7.1 / 7A ash blonde rubio / ash / chocolate / café / base fno violet	3N / 3N dark brown cajaño / chocolate / café / base fno violet	5.N3 / 5NBv light neutral golden brown cajaño / chocolate / café / base fno violet	5.3 / 5G light golden brown cajaño / chocolate / café / base fno violet	6.34 / 6Gc dark golden brown cajaño / chocolate / café / base fno violet	5.45 / 5Gm light golden brown cajaño / chocolate / café / base fno violet
VIOLET	5.7 / 7V medium reddish brown cajaño de caoba / rojo / base fno violet	6.22 / 6BVBv dark intense beige blonde rubio / ash / chocolate / café / base fno violet	6.23 / 6BVBv light intense beige blonde rubio / ash / chocolate / café / base fno violet	7.11 / 7AA ash blonde rubio / ash / chocolate / café / base fno violet	8.1 / 8A ash blonde rubio / ash / chocolate / café / base fno violet	5N / 5N light brown cajaño / chocolate / café / base fno violet	6N1 / 6N1 ash neutral ash blonde rubio / ash / chocolate / café / base fno violet	6.3 / 6G ash golden blonde rubio / ash / chocolate / café / base fno violet	6.46 / 6Cr dark copper red blonde rubio / ash / chocolate / café / base fno violet	6.45 / 6Cm dark copper red blonde rubio / ash / chocolate / café / base fno violet
10.72 / 10VBv very light ash blonde rubio / ash / chocolate / café / base fno violet	7.5 / 7M medium blonde rubio / ash / chocolate / café / base fno violet	7.22 / 7BVBv medium beige blonde rubio / ash / chocolate / café / base fno violet	9.11 / 9AA very light intense ash blonde rubio / ash / chocolate / café / base fno violet	9.12 / 9ABv very light ash blonde rubio / ash / chocolate / café / base fno violet	9.1 / 9A very light ash blonde rubio / ash / chocolate / café / base fno violet	7N1 / 7N1 neutral ash blonde rubio / ash / chocolate / café / base fno violet	6.N137 / 6NBv dark neutral ash blonde rubio / ash / chocolate / café / base fno violet	8.3 / 8G light golden blonde rubio / ash / chocolate / café / base fno violet	7.41 / 7C copper blonde rubio / ash / chocolate / café / base fno violet	7.45 / 7Cm copper blonde rubio / ash / chocolate / café / base fno violet
10.07 / 10V extra light ash blonde rubio / ash / chocolate / café / base fno violet	7.31 / 7Gc golden ash blonde rubio / ash / chocolate / café / base fno violet	8.22 / 8BVBv light intense beige blonde rubio / ash / chocolate / café / base fno violet	8.11 / 8AA light intense ash blonde rubio / ash / chocolate / café / base fno violet	10.1 / 10A ash blonde rubio / ash / chocolate / café / base fno violet	8N / 8N dark blonde rubio / ash / chocolate / café / base fno violet	7N1 / 7N1 neutral ash blonde rubio / ash / chocolate / café / base fno violet	6.N1 / 6N1 dark neutral ash blonde rubio / ash / chocolate / café / base fno violet	9.3 / 9G very light golden blonde rubio / ash / chocolate / café / base fno violet	7.44 / 7CC copper blonde rubio / ash / chocolate / café / base fno violet	7.46 / 7Cm copper blonde rubio / ash / chocolate / café / base fno violet
5.6 / 6R light red brown cajaño / rojo / chocolate / café / base fno violet	7.35 / 7Gm golden mahogany blonde rubio / ash / chocolate / café / base fno violet	9.22 / 9BVBv very light intense beige blonde rubio / ash / chocolate / café / base fno violet	9.11 / 9AA very light intense ash blonde rubio / ash / chocolate / café / base fno violet	10.13 / 10Ag ash blonde rubio / ash / chocolate / café / base fno violet	9N / 9N light blonde rubio / ash / chocolate / café / base fno violet	7N1 / 7N1 neutral ash blonde rubio / ash / chocolate / café / base fno violet	6.N137 / 6NBv dark neutral ash blonde rubio / ash / chocolate / café / base fno violet	10.03 / 10G light golden blonde rubio / ash / chocolate / café / base fno violet	7.43 / 7CG copper golden blonde rubio / ash / chocolate / café / base fno violet	7.45 / 7Cm copper golden blonde rubio / ash / chocolate / café / base fno violet
5.66 / 6RR light red brown cajaño / rojo / chocolate / café / base fno violet	8.31 / 8Ga light golden ash blonde rubio / ash / chocolate / café / base fno violet	9.23 / 9BVG very light beige blonde rubio / ash / chocolate / café / base fno violet	9.11 / 9AA very light intense ash blonde rubio / ash / chocolate / café / base fno violet	10.02 / 10Bv ash blonde rubio / ash / chocolate / café / base fno violet	10N / 10N dark blonde rubio / ash / chocolate / café / base fno violet	8N1 / 8N1 dark neutral ash blonde rubio / ash / chocolate / café / base fno violet	6.N1 / 6N1 dark neutral ash blonde rubio / ash / chocolate / café / base fno violet	8.34 / 8CC light golden copper blonde rubio / ash / chocolate / café / base fno violet	8.34 / 8CC light golden copper blonde rubio / ash / chocolate / café / base fno violet	8.34 / 8CC light golden copper blonde rubio / ash / chocolate / café / base fno violet

VIBRANT RED red base	PEARL silver pink base	HI LIFTS BLONDE permanent creme hair color	COLOR CUSTOMIZERS permanent creme hair color
TONOS ROJOS VIBRANTE calidos base rojo	PERLA base plata rosado	COLOR PERMANENTE DE ALTA ELEVACION tinte para el cabello permanente	PERSONALIZADORES DE COLOR tinte para el cabello permanente
TONS ROUGE VIBRANT chauds base rouge	PERLE base argente rosé	COULEUR PERMANENTE A HAUTE FORTANCE couleur des cheveux permanente	PERSONNALISATEURS DE COULEURS couleur des cheveux permanente
5.6 / 6R light red brown cajaño / rojo / chocolate / café / base fno violet	6.8 / 6P ash blonde rubio / ash / chocolate / café / base fno violet	COOL VIOLET VIOLETA FRIO / VIOLET FRIO	ASH GREEN VERDE CENIZO / VERT CENDRÉ
5.62 / 6RV light red copper blonde cajaño / rojo / chocolate / café / base fno violet	7.8 / 7P ash blonde rubio / ash / chocolate / café / base fno violet	VIOLET BLUE AZUL VIOLETA / BLEU VIOLET	ASH BLUE AZUL CENIZO / BLEU CENDRÉ
5.66 / 6RR light red brown cajaño / rojo / chocolate / café / base fno violet	8.8 / 8P light ash blonde rubio / ash / chocolate / café / base fno violet	LIGHT VIOLET VIOLETA CLARO / VIOLET CLAR	ASH CENIZO CENDRÉ
6.64 / 6RC light red copper blonde rubio / ash / chocolate / café / base fno violet	9.8 / 9P light red brown cajaño / rojo / chocolate / café / base fno violet	PALE VIOLET VIOLETA PÁLIDO / VIOLET PÁLE	ENCHANTED PINK ROSAO ENCANTADO / ROSE ENCHANCEUR
6.66 / 6RR light red brown cajaño / rojo / chocolate / café / base fno violet	10.08 / 10P very light ash blonde rubio / ash / chocolate / café / base fno violet	CHAMPAGNE CHAMPAGNE	SCARLETTE RED ROJO ESCARLATA / ROUGE ÉCARLATE
7.62 / 7RV light red copper blonde rubio / ash / chocolate / café / base fno violet			MYSTIC MAGENTA MAGENTA MÍSTICO / MAGENTA MISTIQUE
7.64 / 7Rc red copper blonde rubio / ash / chocolate / café / base fno violet			BEWITCHING BLUE AZUL ENCANTADOR / BLEU ENCHANSEUR
7.66 / 7RR red copper blonde rubio / ash / chocolate / café / base fno violet			POISON BERRY DUL CAMARITA / BAIE EMPOISONNÉE
			VIOLET REIGN VIOLETA REAL / VIOLET ROYAL
			PASTEL POTION POTCIÓN PASTEL / PASTEL SURMONTURE

PASTELS + NEONS semi-permanent	VIVIDS semi-permanent	VIVIDS semi-permanent
TONOS NEÓN + PASTELLES semi-permanentes	TONOS DE FANTASIA semi-permanentes	TONOS DE FANTASIA semi-permanentes
TONS NEÓN + FOLLES semi-permanents	COULEURS FOLLES semi-permanentes	COULEURS FOLLES semi-permanentes
PRETTY IN PINK HERMOSO ROSA / JOLIE ROSE	BLUE TOPAZ TOPAZO AZUL / TOPAZE BLEU	BLACK (ADDITIVE) NEGRO (ADITIVO) / NOIR (ADITIF)
TOO CUTE CORAL TIENDE CORAL / TRES MIGNON CORAIL	PURPLE TOURMALINE TURMALINA MORADA / TOURMALINE POURPRE	BLUE AZUL / BLEU
BLISSFUL BLUE AZUL SONRISO / BLEU JOYeux	GARNET GRANATE / GRENAT	AQUAMARINE AGUA MARINA / JOLIE MER
LUSCIOUS LAVENDER LAVANDA DELICIOSA / LAVANDE DELICIEUSE	WILD ORCHID ORQUIDE SILVESTRE / ORCHÉES SAUVAGE	EMERALD ESMERALDA / ÉMERAUDE
NEON PINK ROSA NEÓN / ROSE NEÓN	GREEN VERDE / VERT	VIOLET VIOLETA / VIOLET ROYAL
NEON ORANGE NARANJA NEÓN / ORANGE NEÓN	RED ROJO / ROUGE	SUNSTONE PIEDRA DE SOL / PERREUX / SOLEIL
NEON GREEN VERDE NEÓN / VERT NEÓN	MAGENTA MAGENTA / MAGENTA	ORANGE NARANJA / ORANGE
NEON BLUE AZUL NEÓN / BLEU NEÓN	PINK ROSA / ROSE	YELLOW AMARILLO / JAUNE
NEON YELLOW AMARILLO NEÓN / JAUNE NEÓN	SILVER PLATA / ARGENTE	CLEAR-PASTEL (ADDITIVE) TRANSPARENTE (ADITIVO) / TRANSLUCIDE (ADITIF)
		CLEAR-CUTE (ADDITIVE) ACABAR CORTO (ADITIVO) / CLAIR CÔTE (ADITIF)
		SMOKEY SILVER PLATINUMATE / ARGENT SMOKEY

EXPRESS TONES ammonia-free 5-15 minutes tones	EXPRESS TONES ammonia-free 5-15 minutes tones
EXPRESS TONES sin amoníaco / tonificación de 5-15 minutos	EXPRESS TONES sin amoníaco / tonificación de 5-15 minutos
TONS EXPRESS sans ammoniac / tonification de 5 minutes	TONS EXPRESS sans ammoniac / tonification de 5 minutes
DARK MAHOGANY CAJAÑO OSCURO / CAJON NEUTRE FONCÉ	DARK MAHOGANY CAJAÑO OSCURO / CAJON NEUTRE FONCÉ
DARK NEUTRAL ASH CENIZO NEUTRO / ASH NEUTRE FONCÉ	DARK NEUTRAL ASH CENIZO NEUTRO / ASH NEUTRE FONCÉ
DARK NEUTRAL PEARL PERLA NEUTRO / PEARL NEUTRE FONCÉ	DARK NEUTRAL PEARL PERLA NEUTRO / PEARL NEUTRE FONCÉ
SMOKEY SILVER PLATINUMATE / ARGENT SMOKEY	SMOKEY SILVER PLATINUMATE / ARGENT SMOKEY
BEIGE MACARAO / JAUNE	BEIGE MACARAO / JAUNE
VIOLET VIOLETA / VIOLET	VIOLET VIOLETA / VIOLET
PEARL PERLA / PERLE	PEARL PERLA / PERLE
ASH CENIZO / CENDRÉ	ASH CENIZO / CENDRÉ
CLEAR TRANSPARENTE / TRANSPARENT	CLEAR TRANSPARENTE / TRANSPARENT
ROSE GOLD DORADO ROSADO / OR ROSE	ROSE GOLD DORADO ROSADO / OR ROSE

PRAVANA®

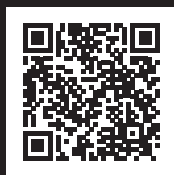
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