



Technical Color Guide



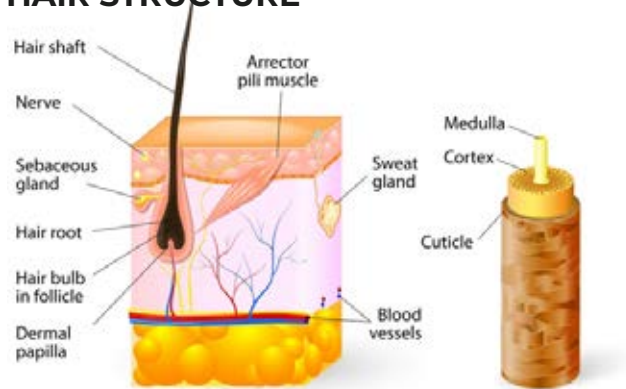
A NEW LIGHT

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HAIR STRUCTURE

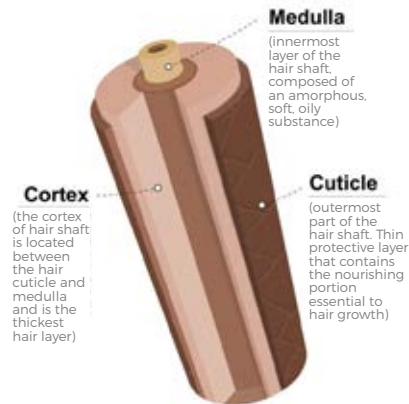


Hair structure is composed by 3 different areas, each with a specific function: the cuticle, the cortex and the medulla.

CUTICLE. This is the outer coating and it is in turn formed by 4 to 12 transparent layers which partially overlap each other. It has protective functions and its condition is indicative of the hair's state of health.

CORTEX. This is the intermediate layer composed of millions of fibers and microfibers, which is responsible for the mechanical, physical and chemical properties of the hair. It is in this layer that all the chemical changes in the hair are carried out, including cosmetic colouring.

MEDULLA. This is the innermost layer, which has no real influence on the hair.



Hair is a fundamental element to realise the colour.

A different hair will give a different final colour results.

Identical hair do not exist, this is why we can affirm that a valid formula does not exist for all customers.

THE NATURAL COLOR OF HAIR

The natural colour is determined by the melanin, which develops in the dermal papilla and is deposited in the cortex. It is determined by three different types of melanin:

- **EUMELANIN**

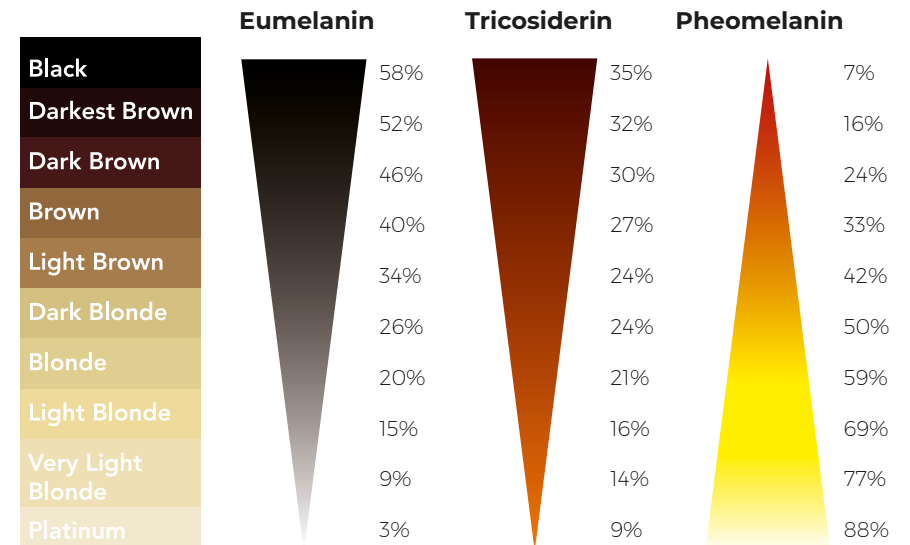
Blue-coloured pigments which determine the tone height of the colour.

- **TRICOSIDERIN**

The pigment that determines the intensity of the copper/red reflection.

- **PHEOMELANIN**

Red/yellow-colored pigments which determine the intensity of the colour.



HAIR PHYSICAL FEATURES

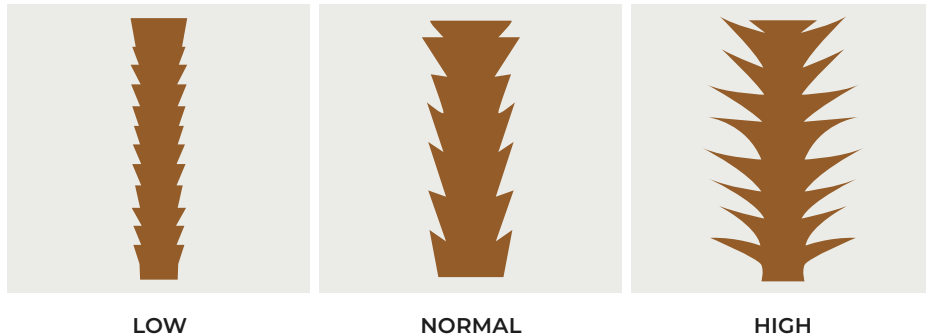
It is fundamental to know the hair physical features; the tactile and visual experiences allow us to differentiate 3 main characteristics:

• POROSITY

- Porosity defines the capability of the hair in absorbing or resisting water and other substances which penetrate the cuticle, as well as the color's cosmetic pigments.
- Grey hair is usually less porous, and has a tendency to be more resistant to chemical services.
- Sensitized hair (i.e. prolonged sun exposure or use of aggressive heat sources; or inappropriate chemical treatments) is more porous.

As general rule, the more porous the hair, the more it will retain cold cosmetic pigments, which are larger, and will release the warm pigments, which are smaller.

HAIR POROSITY TYPES



• STRUCTURE

- Structure represent the hair size, more or less thick. The diameter of the hair shaft can vary significantly also influenced by individual ethnicity. We generally divide the hair in 3 types, according to its structure: **THICK, MEDIUM, FINE.**

• TENACITY

- It's the opposite of porosity; it suggests the difficulty in penetrating the cuticle layer for water and for hydro soluble substances.

THE DIFFERENT TYPES OF COLOURANTS

There are two ways to colour hair:

DIRECT COLOURANTS

- These have their own colour and attach to the cuticle, without causing it any chemical/physical variation.
- They do not require a chemical reaction with the oxidant.
- They last for a limited time.

OXIDATION COLOURANTS (COLOUR PRECURSORS)

- These require a chemical reaction with the oxidant to create the colour molecules.
- Colourants penetrates inside the cortex and chemically react by permanently coloring the hair.
- The colour lasts for a longer period.

There are 2 types of oxidation colourants:

- permanent oxidation colour that ensures up to 3 tones of lightening;
- tone-on-tone colour with a limited lightening ability.

THE INFLUENCE OF MELANIN RESIDUE ON THE COLOUR RESULT

Whenever you alter the colour of hair (through the use of oxidation colour, decolouring or stripping) it is important to consider the melanin residue, which is the result of the lightening process.

There are two factors that determine the melanin residue:

- starting base
- volume of oxidant used

The melanin residue may influence the colour result by accentuating, neutralizing or dulling the desired reflections.

STARTING BASE

1 Black	2 Darkest Brown	3 Dark Brown	4 Brown	5 Light Brown	6 Dark Blonde	7 Blonde	8 Light Blonde	9 Very Light Blonde	10 White Blonde
Red .6666	Red .666	Red .66	Red .6	Red Orange .64	Orange .4	Orange Yellow .43	Yellow .3	Yellow Straw .03	Yellow White .003

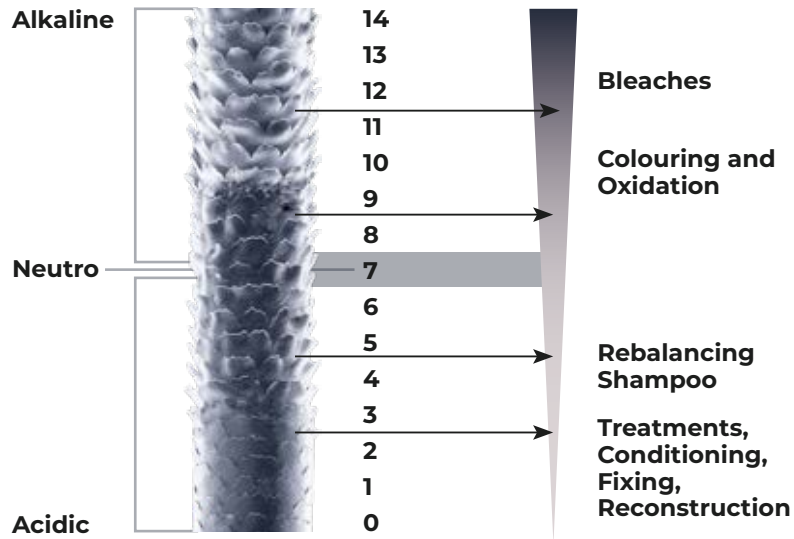
MELANIN RESIDUE

pH VALUE

pH : potential hydrogen levels

It is the measurement of acidity or alkalinity of an aqueous solution. The term pH refers to the amount of hydrogen ions in a solution which determines its acidity or alkalinity. The pH of a substance can take values from 0-14. Based on the level of pH we can categorize a product into acidic, alkaline, and neutral.

- A product with pH level 0-7 is acidic.
- A pH level of 7, which is the pH level of distilled water, indicates neutrality.
- A product with pH level of 7-14 is alkaline.

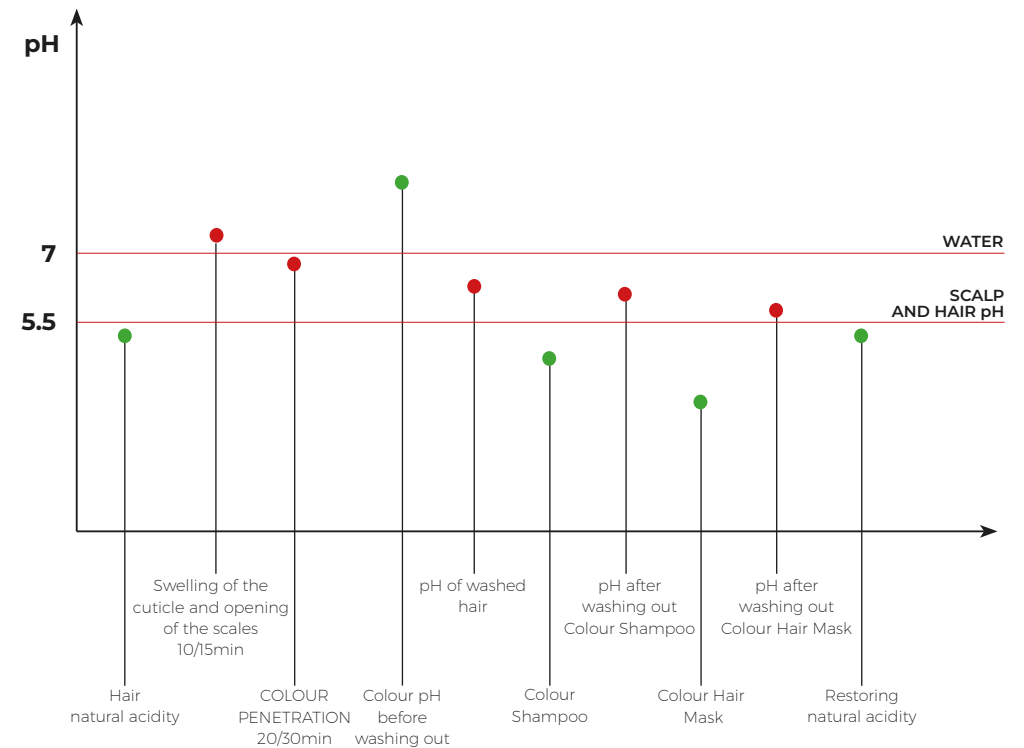


HAIR pH DURING HAIR COLOURING

It is important to know the pH scale and the pH values for the individual phases of hair colouring.

This knowledge may prevent or solve any inconvenience that may occur.

Scalp and hair pH value is around 5.5. After the treatments, our products restore the hair to an optimal pH, bringing it back to 5.5, restoring the natural acidity of the hair (diagram below).



COLORIMETRY

Thanks to good knowledge of colorimetry basic principles, shades and tones within the Color System range are **more easily and fast to choose**.

Colors are divided into:

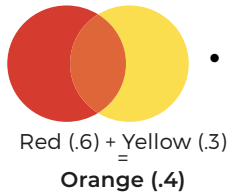
PRIMARY COLOURS

There are three Primary colours.

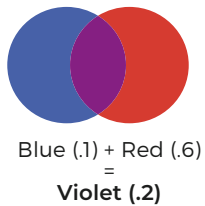


SECONDARY COLOURS

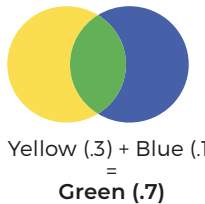
Secondary colours are formed by mixing equal parts of two Primary colours.



- **Red mixed with Yellow** in equal parts, creates the Secondary colour **Orange**.



- **Blue mixed with Red** in equal parts, creates the Secondary colour **Violet**.



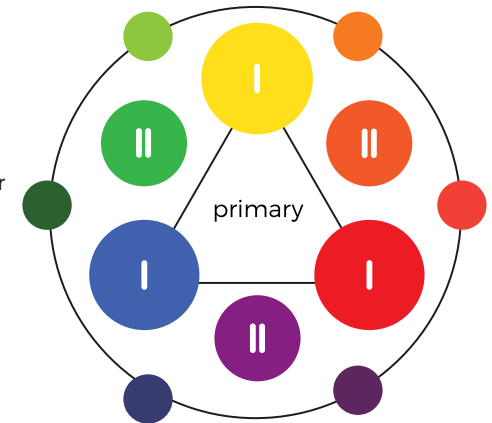
- **Yellow mixed with Blue** in equal parts, creates the Secondary colour **Green**.

WHEN PRIMARY COLOURS ARE MIXED IN DIFFERENT PARTS THE END RESULT WILL BE A SECONDARY COLOR LESS OR MORE INTENSE.

OPPOSITE COLOURS

In the Chromatic Circle, opposite colours when mixed together will neutralize each other.

- The colour **RED** is opposite to the colour **GREEN** and vice versa.
- The colour **YELLOW** is opposite to the colour **VIOLET** and vice versa.
- The colour **BLUE** is opposite to the colour **ORANGE** and vice versa.

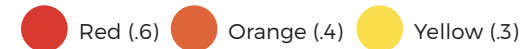


EVERY COLOR HAS THE ABILITY OF NEUTRALIZING ITS OPPOSITE COLOUR.

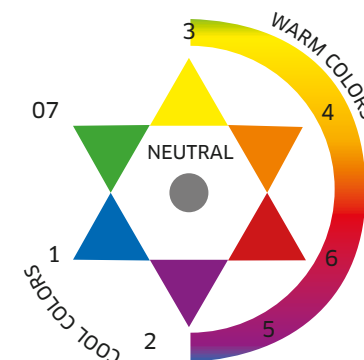
This colour rule applies to cosmetic colour as well, for example when correcting and/or neutralizing unwanted tonality.

Primary and Secondary colours are classified as being either **warm** or **cool**.

WARM COLOURS



COOL COLOURS



- **Cool colors** are able to neutralize Warm colours and vice versa.



MORE THAN A COLOR A NEW LIGHT

Professional permanent hair colouring cream with incredible light reflection and superior hair protection while providing irresistible hair quality. Enriched with Argan oil and Marigold extract.

VIBRANT MULTI FACETED COLORS

Rich base, high quality pigments, and balanced formula to obtain 100% grey coverage and long lasting color.

WIDE RANGE OF COLORS

Great selection of shades to provide unlimited color solutions for your client.

**More than 100
color nuances available!**

3D LUX TECHNOLOGY

THE PROPER NOURISHMENT TO RESTORE THE MAIN HAIR COMPONENTS

1 HIGH QUALITY

High quality micropigments penetrate deeply into the hair fiber, ensuring an excellent grey coverage and long lasting colour. The high quality of these micropigments guarantees stability and intensity of the colours.

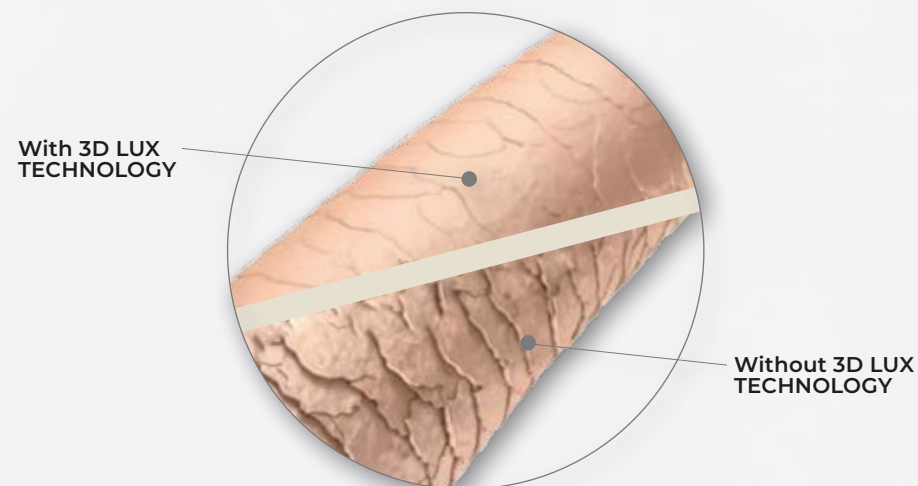
2 PROTECTION

Low molecular weight hydrating peptides penetrate deeply into the hair fiber and bind tightly to the hair proteins allowing to maintain the proper water balance and improving strenght and vitality of the hair, while a special anti-irritation molecule (**Decil Oleate**) creates a protective film for skin and hair during the application.

The antioxidant, hydrating and soothing properties of the Argan Oil help to strengthen and protect hair during the colour treatment.

3 MOISTURE

Soft cream, easy to apply, rich in mosturizing and sooting agents (**Argan Oil and Marigold**). The Marigold extract is rich in Carotenoids and Flavonoids with high calming and smoothing properties.



THE COLOUR CHART

3DeLuXe
professional

100 rich and vibrant colors.
100% grey coverage.

- Easy application.
- Excellent coverage of grey hair.
- Protects and nourishes the hair.
- Long lasting colour, resists fading.
- Beautiful, rich colours.
- Non-irritating.
- Great selection of tones and shades.
- Colours mix easily providing unlimited combinations.

Naturals			Ash		Golden	Brown - Beige								Coppers			Reds			Violets			
.0	.00	.07	.1	.11	.3	.31	.32	.35	.52	.7	.77	.02	.12	.13	.4	.43	.44	.5	.62	.64	.66	.20	.22
10.0			10.1									10.2											
9.0	9.00	9.07	9.1	9.11	9.3							9.02		9.13									9.22
8.0	8.00	8.07	8.1	8.11	8.3					8.7					8.4						8.66		
7.0	7.00	7.07	7.1	7.11	7.3	7.31	7.32			7.7				7.13	7.4	7.43	7.44		7.62	7.64	7.66		
6.0	6.00		6.1	6.11	6.3	6.31	6.32	6.35	6.52	6.7	6.77			6.13	6.4				6.62		6.66		
5.0	5.00		5.1		5.3	5.31		5.35	5.52	5.7	5.77		5.12		5.4			5.5	5.62	5.64		5.20	
4.0	4.00		4.1		4.3			4.35	4.52		4.77		4.12					4.5				4.20	
3.0																							
1.0			1.10																				

Super Lightners / Neutral								
10.00	903	902	901	900	911	12.16	12.61	12.81

THE METALS					
10.21	PINK	7.72	10.11	6.12	8.12

Correctors				
BLUE	GREEN	YELLOW	RED	VIOLET

NUMBERING SYSTEM

LEVEL OF COLOR

Determines how light or dark the nuance is. The natural color height of your client can be determined using the natural nuance in the 3DeLuXe color chart as a reference







TONES

The intensity of the shade will depend on the height of tone and the intensity of each individual nuance, as well as on the primary and secondary nuances present within each nuance.

NUMBERING SYSTEM BY LEVEL OF COLOR

10.	10.0	Platinum Blond
9.	9.0	Very Light Blonde
8.	8.0	Light Blonde
7.	7.0	Blonde
6.	6.0	Dark Blonde
5.	5.0	Light Brown
4.	4.0	Brown
3.	3.0	Dark Brown
1.	1.0	Black

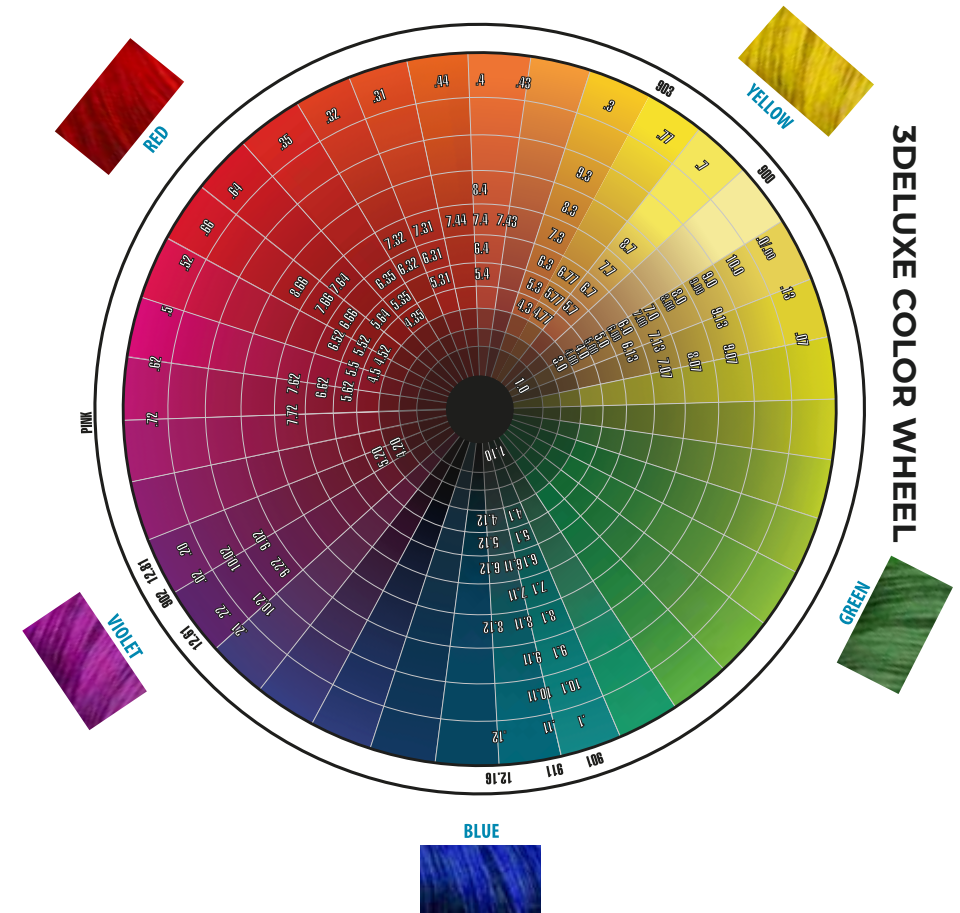
NUMBERING SYSTEM OF THE SHADES

- .1**  ASH (BLUE BASE)
- .2**  VIOLET / IRIDESCENT (VIOLET BASE)
- .3**  GOLD (YELLOW BASE)
- .4**  COPPER (ORANGE BASE)
- .5**  MAHOGANY (RED-VIOLET BASE)
- .6**  RED (RED BASE)
- .07**  MINT (GREEN BASE)
- .7**  BROWN (RED, YELLOW, BLUE BASE)

7.62

1 2 3

1. Level of Colour
2. Primary Tone
3. Secondary Tone



HOW TO READ A SHADE

The first number of the shade indicates the level of colour (colour depth), this number refers to how light or how dark the colour is. Other numbers, that follow the decimal point indicates the primary and secondary tones that are present in the colour.

Primary tone value is the major tone of colour = colour shade. The colour shade will be more visible in the final hair colour result. The major tone also affects whether the resulting colour will be, warm or cold.

The secondary (or third tone) indicates the minor tone of colour, these are reflection of colours, the reflection of colour will be less visible in the final hair colour.

When the primary and secondary tones are the same, the shade has an intense value.

The '0' in front of the secondary reflection indicates a lightening in the intensity of the reflection.

THE SERIES

THE NATURAL SERIES

NATURALS .0

100% grey coverage. Use: alone or mixed. When covering grey hair intermix desired warm shade with proper natural shade (in equal parts).

INTENSE NATURALS .00

100% grey coverage also on resistant hair. Rich naturals, contain more pigments. Use: alone or mixed. When covering gray hair intermix desired warm shade with proper natural shade (in equal parts).

MAT COLD NATURALS .07

Great white hair coverage. Cool natural results. No undesired yellow tones. Use: alone or mixed. When covering gray hair intermix desired cool shade with proper natural shade (in equal parts). Mix with .1 / .11 / .12 / .13 / .5 / .72 / .20 / .21 / .22 to increase gray coverage while keeping cold reflex.

ASH / INTENSE ASH

ASH .1

Perfectly balanced light cold results. Mixed with fashion shades to create unlimited shades and satisfy all your client needs. Mostly recommended on dark hair to light them up to 3 levels without undesired warm shades.

INTENSE ASH .11

Double ash reflects. Designed to cool, neutralize warmth with extra cool reflects, deliver cool bases and achieve stunning cool blonde tones. Great also for men blending.

GOLDENS

GOLD .3

Their use is recommended to create results with gold tones. Mix with Warm Naturals or Naturals series for 100% grey coverage. Result: excellent for natural golden tonality.

BROWN & BEIGE

GOLDEN ASH .31

Sofisticated gold with an original ash hint.

GOLDEN IRISÉE .32

Intense brown colors with cold tonality.

CHOCOLATE .35

Result: warm chocolate brown tonality.

CHOCOLATE MAHOGANY .52

Brown iridescent mahogany rich and intense reflex.

BROWN .7

Very natural brown results without warm or cool reflex.

INTENSE BROWN .77

Rich brown reflects, contain more pigments. Intense brown results without warm or cool reflects.

PEARL .02

Sofisticated blond and platinum results with an original pearl reflex.

ASH IRISÉE .12

Cold ash results with a touch of iridescent reflex. Excellent to neutralizes yellow / orange tones.

BEIGE .13

Ash and gold mixed tones to create balanced lightening cold tones, while maintaining the typical gold brightness. Ideal for every level of blond. Perfect for cooling golden tones. Result: rich golden ash color, perfect even after bleaching.

COPPERS

COPPER .4

Excellent for copper tonality.

INTENSE COPPER .44

Characterized by intense copper tones, the colours are extremely brilliant.

COPPER GOLDEN .43

Copper base with golden reflects. The golden helps the warm base to come through. For a warm copper results.

REDS

MAHOGANY .5

Characterized by delicate red-violet tones.

RED VIOLET .62

Excellent for red and red/violet tonality.

RED COPPER .64

Red base .6 with copper reflects. Results: warmer red look.

INTENSE RED .66

Vibrant, pure red. Excellent for intense and shiny red tonality. Characterized by intense red tones, to create bright and vibrant colours.

VIOLET-IRISÉE

IRISÉE BROWN .20

Cool and intense violet reflects.

IRISÉE ROSÉ .22

Iridescent and cool results. Ideal to neutralize unwanted yellow / orange tonality.

SUPER LIGHTNERS / NEUTRAL

900 SERIES (900, 901, 902, 903 & 911)

Characterized by a higher lightening power if compared to other series. The best results are achieved from a level 6 or lighter. Be careful to choose the correct counteracting pigment for your clients needs.

12 SERIES (12.16, 12.61, 12.81)

Characterized by a higher lightening power if compared to other series. The best results are achieved from a level 6 or lighter. It is paramount that you choose the correct counteracting pigment to achieve optimum results.

NEUTRAL 10.00

Can be used to dilute the intensity of other shades, it also can be used in different dilutions to achieve varying colour results.

For more tips on how to use, see page number 29

THE METALS

The Metals shades should be used to color tone-on-tone, lighten up to 1 level. In order to darken lighter hair, mix the product with the 10vol (3%) developer.

It is recommended to bleach the hair first (level 10-12), then apply 3Deluxe No Yellow Shampoo and leave until unwanted yellow tones are removed.

Mixing ratio 1:1





THE TRUTH ABOUT AMMONIA

**“AMMONIA FREE” IS NOT THE SAME AS
“DAMAGE FREE”, ESPECIALLY IF
IMPORTANT PERFORMANCES ARE
REQUIRED.**

This is the reason why 3Deluxe Coloring Cream contains ammonia. **Ammonia guarantees better performance and better results.**

Mono-ethanolamine is a more aggressive element as it has to be used in a much higher concentration to be as effective as ammonia in permanent coloring and to produce the same results. Also, mono-ethanolamine has much bigger liquid molecules - too big to evaporate.

That's why Mono-Ethanolamine is difficult to remove and may remain in the fibers even after washing.

The truth is that “ammonia free” doesn't mean “without damage”.

3DeLuXe CREAM DEVELOPERS

Gentle formula rich in lipids specially reformulated to achieve accurate color results and redesigned to provide:

- Great consistency together with 3DeLuXe Colors.
- Superior creamy texture.
- Easy and precise application.
- Makes mixing easy and fast.
- Activate 3D Lux technology

Available in:

Tone on Tone - 1000 ml

10 VOL. / 3 % - 1000 ml

20 VOL. / 6 % - 1000 ml, 100 ml

30 VOL. / 9 % - 1000 ml, 100 ml

40 VOL. / 12 % - 1000 ml, 100 ml



3DeLuXe BLEACHING POWDER

3DeLuXe Bleaching Powder ingredients guarantee excellent results and make possible to work with absolute confidence. It lends itself quite well to any kind of lightening procedure since it combines easily with different types of Cream Developers in whatever Volume required.

3DELUXE BLEACHING POWDER. Dust Free.

- Up to 6 tones of lift and more!
- Specially designed for sensitive skin.
- Does not dry out
- Gives an even lightening effect.
- Reduces processing time.
- Green apple fragrance.



3DeLuXe MIXING GUIDE



REGULAR MIXING RATIO



Add 50 ml of
3DeLuXe
Colour Cream

1 + 1,5



Add 75 ml of
3DeLuXe
Cream Developer

INTENSE RESULT: mix at 1:1 with 10/20/30 volumes to obtain a stronger colour

THE CHOICE OF CREAM DEVELOPER

Tone on Tone 1,5%

- Used as activator as well as for toning highly sensitised hair.

10 Vol. / 3 %

- Color the same base tone hair, deepen color (darken), give color reflections, to color pre-bleached hair.

20 Vol. / 6 %

- Coverage of grey/white
- To enhance reflections.
- To lift natural hair color up to 2 shades.

30 Vol. / 9 %

- To lighten up to 3 shades
- For resistant hair.
- To enhance warm reflections.
- Covers white hair translucently.

40 Vol. / 12 %

- Up to 4 levels of lift.

DEVELOPMENT TIMES

30 - 40 min with 20 Vol.

- To lighten 1-2 levels.
- To cover and colour white hair.

30 - 40 min with 30 Vol.

- To colour, to cover and give reflection.
- To lighten up to 3 levels.
- To cover and colour resistant, white hair.

30 - 40 min with 40 Vol.

To lighten 4 to 5 levels.

30 min with Tone on Tone or 10 Vol.

To cover, colour tone on tone and darker tones.

SUPERLIGHTNERS MIXING RATIO



Add 50 ml of
3DeLuXe
Colour cream

1 + 2



Add 100 ml of
3DeLuXe
Cream Developer

THE CHOICE OF CREAM DEVELOPER

30 Vol. / 9 %
Up to 3 levels of lift.

40 Vol. / 12 %
Up to 4/5 levels of lift

DEVELOPMENT TIME

45 minutes

THE ROLE OF SUPERLIGHTENERS

When using the superlighteners series the best results are achieved from a level 6-10. **Anything darker than a 6 level will result in extremely warm tones.** Always mix superlighteners on a 1:2 mix ratio with 9 % or 12% cream developer.

Good to know

If used on a base level 4 or 5, a much warmer result will be achieved.

To lift from level 6 to 10

Add more peroxide. 30 ml of Superlightener 900 (or any of 900 series) + 60 ml of 30 Vol./ 40 Vol.
or
Add more neutral. 1 tube of Superlightener 900 (or any of 900 series) + 1/8 tube of 10.00.

COLOUR TECHNIQUES

BEFORE COLOURING WITH 3DELUXE COLOR

PRELIMINARY TEST FOR SKIN SENSITIVITY

Hair colouring agents can cause serious allergic reactions and contain ingredients that can cause irritation to the skin. Before applying any colour for the first time, it is always advised to carry out a sensitivity test. To do this, apply a small amount of tint behind the ear. Leave for 48 hours to see if any allergic reaction occurs. Wash gently with soap and water to remove the product.

HAIR DIAGNOSIS

A hair diagnosis is very important in order to obtain the desired colour result.

TO MAKE A PROPER HAIR DIAGNOSIS IT IS IMPORTANT TO EVALUATE:

- Client's colour goal
- Client's natural hair colour level
- Client's cosmetic hair colour level
- Client's grey hair percentage (%)
- If the color goal requires lifting, tone on tone or darkening

IN PARTICULAR, TWO OF THE FUNDAMENTAL POINTS ARE:

- To evaluate the percentage of white hair. In case of more than 50% of white hair add in equal dose to the fantasy colour chosen the natural colour of the same depth.
- Choose the most suitable volume of 3Deluxe CREAM DEVELOPER to optimize the desired lightening (see the mixing guidelines on the previous page).

FOR BETTER RESULTS ALSO EVALUATE THE FOLLOWING POINTS:

- The hair's state of health
- Previous chemical treatments that may have altered the porosity of the hair

HOW TO DO A COMPATIBILITY / MINERAL TEST

Some products that a client may have used on their hair can react badly to chemicals used within the salon. These typically include hair colour restorers, which leave behind a chemical residue of metallic salts that can cause hair to turn green, steam or break off when combined with hydrogen peroxide or similar.

If the previous use of a chemically based product is suspected, or there is a possibility that a previous treatment hasn't been removed, use the following test:

- Mix 40ml of 20 volume (6%) hydrogen peroxide with 2ml of ammonia.
- Cut a few hair samples from the client's head (make sure this is from the suspected area) and hold them together with cotton or sticky tape.
- Place the hair samples in the solution in foil and leave for up to 30 minutes.
- **If the hair has changed colour or bubbles have formed, or if the solution is warm, DO NOT PROCEED with any hairdressing process that contains hydrogen peroxide.**



COLOURING WHITE HAIR

White hair is the result of melanin loss. This lack of natural pigment gives the hair a dull and flat appearance. A professional coloring service on white hair does not only mean covering up the white hair, but to obtain a natural, shiny and radiant result.

For best professional colour results certain rules should be follow:

- **From 0% to 50%** of white hair, use the desired shade.
- **From 50% to 100%** of white hair, apply 1/2 of the desired shade with 1/2 of the corresponding shade from the Natural series. Choose the volume of cream developer indicated based on the lightening that you want to achieve.

In case of really resistant hair, use the Intense Natural series.

TIPS WHEN COLOURING WHITE HAIR

For more intense results or when the white hair percentage is higher than 80%, using a 1:1 mix ratio it is advised.

To achieve the best results and 100% white coverage please allow 45 min of development time. If using heat accelerators during application - please check after 25 minutes.

FIRST TIME COLOURING NATURAL HAIR

This technique is intended to give even-looking results on natural hair, avoiding excess lightening at the root which is due to the stratum corneum of the melanins being more fragile in this area.

HOW TO PROCEED:

- Divide the hair into four sections with a parting that goes from ear to ear and from the center of the forehead down to behind the nape of the neck, passing through the top of the head. Begin the color application, starting from the right rear section.
- Apply the color onto the roots, choosing the volume of cream developer indicated based on the lightening that you want to achieve. Proceed with the same method on the remaining sections.
- Apply the color on the lengths and ends, using a higher volume of cream developer than you used for the roots. Leave to work for the time indicated.
- Once it has been left to work, emulsify the color well, rinse thoroughly and follow with 3Deluxe Color / Nutritive shampoo.

FULL-HEAD APPLICATION

SAME DEPTH OR DARKER

Apply the coloring mixture immediately from roots to ends. **DEVELOPMENT TIME:** 30 - 40 mins.

LIGHTENING

FIRST STEP: apply the coloring mixture to lengths and ends only. Leave approximately 2 cm free from the scalp. **DEVELOPMENT TIME:** 20 mins.

SECOND STEP: apply the coloring mixture to the roots. **DEVELOPMENT TIME:** 30 - 40 mins.

REGROWTH APPLICATION

FIRST STEP: apply part of the mixture to regrowth only.

DEVELOPMENT TIME: 20 - 30 mins.

SECOND STEP: apply the remaining mixture to the lengths and ends.

DEVELOPMENT TIME: 10 - 15 mins.

LONG ROOT TECHNIQUE

This technique is advise for over 3 cm (1 inch) of regrowth.

- **FIRST STEP:** begin the coloring process 3 cm (1 inch) from the root and bring colour to the demarcation point.
- **SECOND STEP:** add the disired color to roots.
- **DEVELOPMENT TIME:** 40 mins.

The reason for applying the color to the roots last is because the roots are closer to the head and generates heat so they develop faster. By using the long root technique it covers all the roots and the part away from the 3 cm (1 inch) has longer process time and will give perfect coverage.

NEUTRAL. WHAT IS IT PURPOSE?

10.00 is used to add shine and reflection and to create lighter and brighter shades.

It can lift up to ½ a shade on its own.

It can be safely added to the Superlighteners series to any color above a level 6.

Add to your fashion colors for a more vibrant color and to lift half a shade.

Creating half shade lift with neutral 10.00

ADD 3 CM OF NEUTRAL >> TO 7.0 = 7. ½ NEUTRAL

ADD 3 CM OF NEUTRAL >> TO 8.1 = 8. ½ ASH

ADD 3 CM OF NEUTRAL >> TO 6.4 = 6. ½ COPPER

TONERS & TIPS

• To eliminate unwanted yellow/gold tones:

use 9.22 with Tone on Tone or 1/2 9.1 + 1/2 9.22 with Tone on Tone or 10 vol (3%)

• To eliminate unwanted brassy/orange tones:

use 9.1 or 10.1 with Tone on Tone or 10 vol (3%)

• To counteract unwanted red in the hair:

add .07 in your mix (quantity of .07 will vary on the desired result)

ADDING TONES TO BLEACHED WHITE HAIR:

10.02 achieves a pearl/soft beige tone

9.22 achieves a rustic/violet tone

10.1 achieves a ash/cool tone

8.12 achieves a silver tone

9.07 achieves a cool fawn tone

9.13 achieves a soft beige tone

* If the hair is porous use Tone on Tone otherwise 3% (10 vol) can be used.

ALL PRE LIGHTENED/BLEACHED HAIR SHOULD BE TONED TO GIVE A FINISHED APPEARANCE

BLEACHING BATH

HOW TO ADJUST OR STRIP OUT UNWANTED REFLECTS

To eliminate hard and unwanted, reflects, like eliminating a red or copper base that shows through brown or ash tones; or lifting a color that has turned out too dark.

MIX: ⅓ of 3Deluxe Bleaching Powder + ⅓ 10 Vol 3Deluxe Cream Developer + ⅓ of Color Shampoo

- Apply to the mid-lengths and ends of the hair on the basin.
- Leave on the hair for up to 15 minutes (keep watching it).
- Rinse, after hair has lifted 1 or half a shade.
- Shampoo the hair gently and towel dry.
- Proceed to apply the desired permanent color as per usual procedure.
- Apply 3Deluxe Color Shampoo and Mask.
- Rinse and style.

GENERAL TIPS

WHEN MIXING TO CREATE INTERMEDIATE LEVELS ALWAYS USE 1/4 OF THE DARKER LEVEL TO 3/4 OF THE LIGHTER LEVEL TO HAVE A TRUE INTERMEDIATE LEVEL.

IF YOU MIX A COLOR LEVEL 5 WITH A COLOUR LEVEL 7 IN EQUAL PARTS YOU WILL NOT OBTAIN A COLOUR LEVEL 6. IN ORDER TO OBTAIN A LEVEL 6, YOU SHOULD MIX 1/4 OF THE DARKER COLOUR WITH 3/4 OF THE LIGHTER COLOUR.

I.E HOW TO OBTAIN A 7.3 3DELUXE COLOUR : MIX 1/4 OF 6.3 WITH 3/4 OF 8.3

IN-SALON PROFESSIONAL HAIR CARE COLLECTION

3DeLuXe professional introduces a luxurious hair care collection infused with natural ingredients. All the professional products have been crafted to provide unique beauty and well-being experiences with sensorial textures and exclusive fragrances.





SELLING TIPS

1. Create a **visible, attractive** and easy to shop retail area in your salon.
2. Explain to your clients **which product you are using** and how they can recreate their look at home.
3. **Create promotions** and clearly communicate them to your clients.
4. **Distribute samples** and encourage to try new products.
5. **Connect** with your clients **via social media** and let them know about new products and services.

INFUSION OF **RADIANCE**.
 INFUSION OF **NOURISHMENT**.
 INFUSION OF **YOUTHNESS**.
 STYLING: **FINAL TOUCH**.



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the 3DeLuXe Catalogue



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