



PURE PERFECTION
PERMANENT CREAM COLOR

AMMONIA FREE

SUPERCARGED
METAL PURIFIER
TECHNOLOGY

**PURE
PERFECTION**
AMMONIA FREE PERMANENT COLOUR

PURE COLOUR PURE GOLDEN

A true sunshine gold brought to life by lightening her natural colour and adding dimensional lights for brightness.

Before



① LIGHTENING



② ROOTS



③ LENGTHS & ENDS





Section off a diamond shape on top, work with wide sections meeting the diamond across the head. Alternate weaves and slices through your sections and backcomb the roots for a soft blend.



Apply the lightener slightly away from the root and softly blend the product towards the root.



Apply your root color throughout. Use the dedicated short bristle brush for a precise colour application.



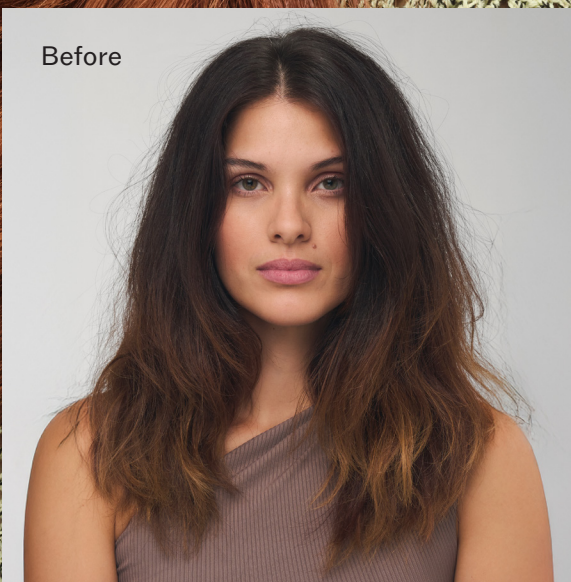
Apply the length and ends formula throughout directly after the root application. Develop fully for 30–40 min. Rinse and remove using Ultimate Color shampoo. Finish by using Ultimate Color, Color Sealer. Leave in and style.



PURE COLOUR PURE COPPER

A pure statement copper. Prepare the hair by removing buildup of colour. Paired with a simple full head colour for maximum impact.

Before



① LIGHTENING

30g



6%

+

45g



② ROOTS

7/40
45g



4%

+

45g



③ LENGTHS & ENDS

7/40
60g



6%

+

60g





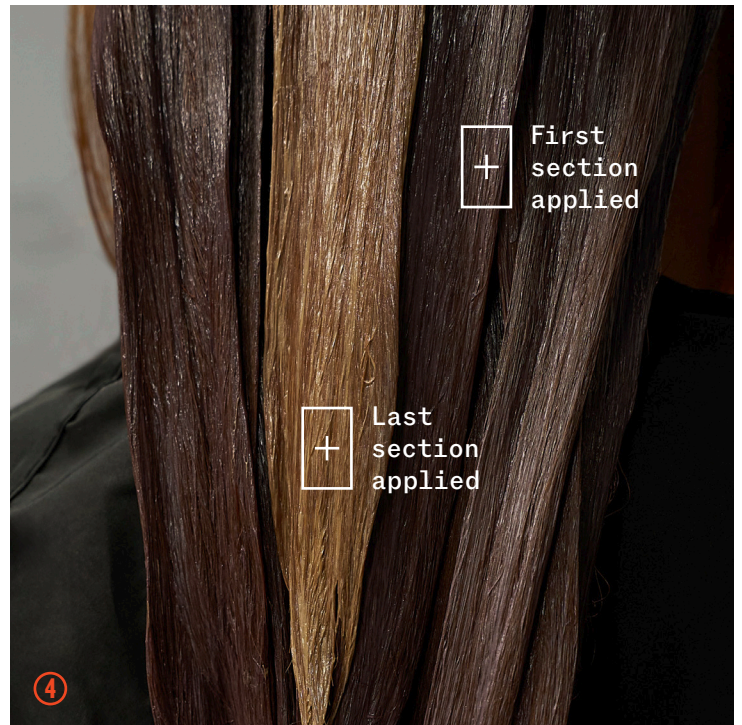
To remove the saturation of the dark colour through the mid band, perform a wet balayage at the basin. Prewash the hair and apply Freelights with a brush or palm of your hand. Use your palm to brush the product towards the root for a soft transition.



Apply your root colour throughout for the first 1.5cm–2cm. Using a lower developer will ensure brightness is controlled. Use the dedicated short bristle brush for a precise color application.



Apply the length and ends formula throughout directly after the root application. Develop fully for 30–40 min. Rinse and remove using Ultimate Color Shampoo. Finish by using Ultimate Color, Color Sealer. Leave in and style.



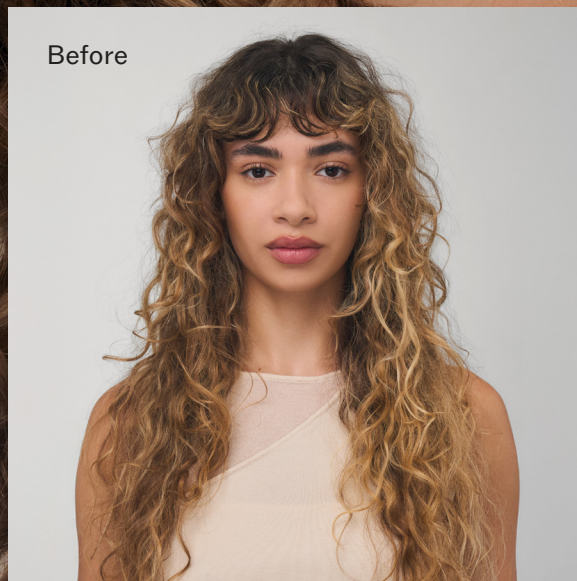
OXIDATION:

Colours oxidise dark throughout the process, don't be tempted to rinse early!

PURE COLOUR PURE BRUNETTE

Old highlights and dehydrated looking curls are transformed with an authentic brunette palette.

Before



① ROOTS



6% on roots for
1 level of lift
on natural hair.

② LENGTHS & ENDS



1.9% on lengths
& ends to
darken gently.



Apply the root colour throughout the dark natural root. Using 6% to lighten the base slightly.

Go through the underneath section and take the root colour through the darker areas underneath, avoiding the highlights.



Use the lighter formula throughout the lengths and ends and over the previous highlights.



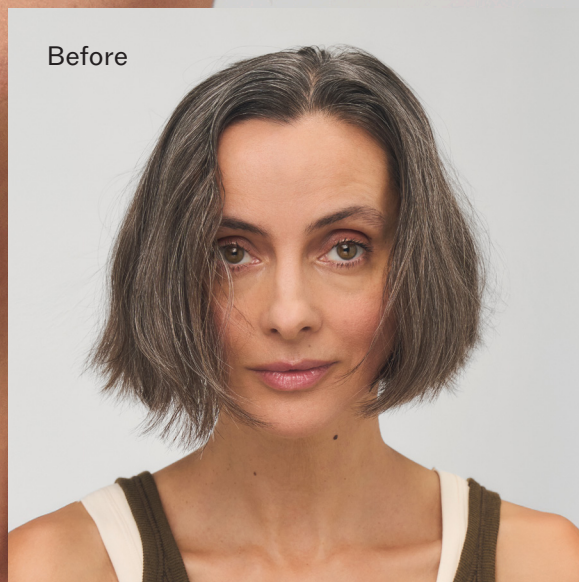
Comb through the colour from root to ends, to soften the transitions between the different shades. Develop for 30–40 min. Rinse and remove using Ultimate Color shampoo. Finish by using Ultimate Color, Color Sealer. Leave in and style.



PURE COLOUR PURE ASH BROWN

Greys be gone with volcanic brunette hues. All over grey coverage for a deep cool ash tones.

Before



ALL OVER COLOUR

5/0
40g



+

5/8
20g



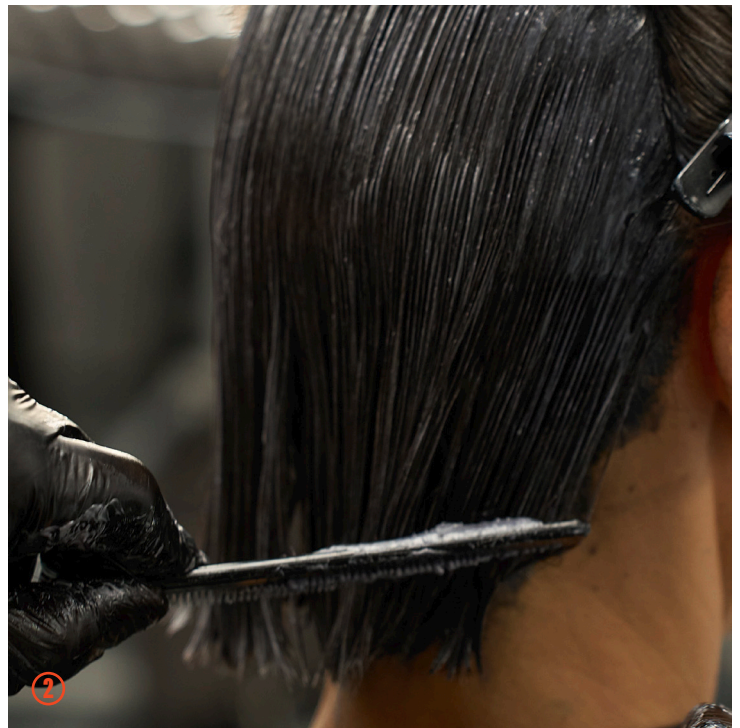
+

6%
60g





For grey coverage start your application where you have the highest % of grey hair. In this case, it's equally scattered, classic brickwork section pattern was used.



Apply straight through to the ends and comb through each section for even distribution.

TIP

If hair is resistant with a large regrowth a virgin application / mid band application can be used to allow product to saturate through the keratinised hair and ensure full saturation.



Cross check your application to ensure product is saturated on all stray away greys.



Develop for 30–40 min. Rinse and remove using Ultimate Color shampoo. Finish by using Ultimate Color, Color Sealer. Leave in and style.

