




Colour Fundamentals

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Colour Basics
Structure of Hair
The Lightening Process
Product Knowledge
Basic Application
Diagnosis and Consultation

Contents



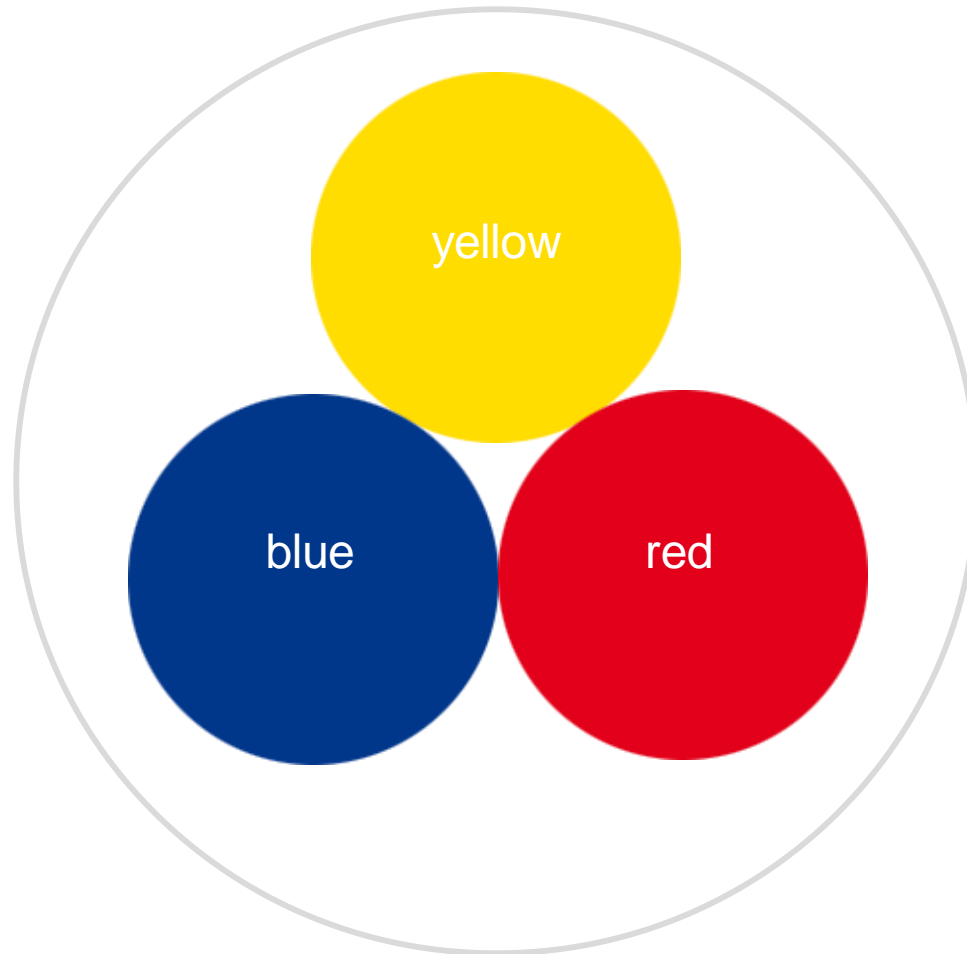
COLOUR BASICS



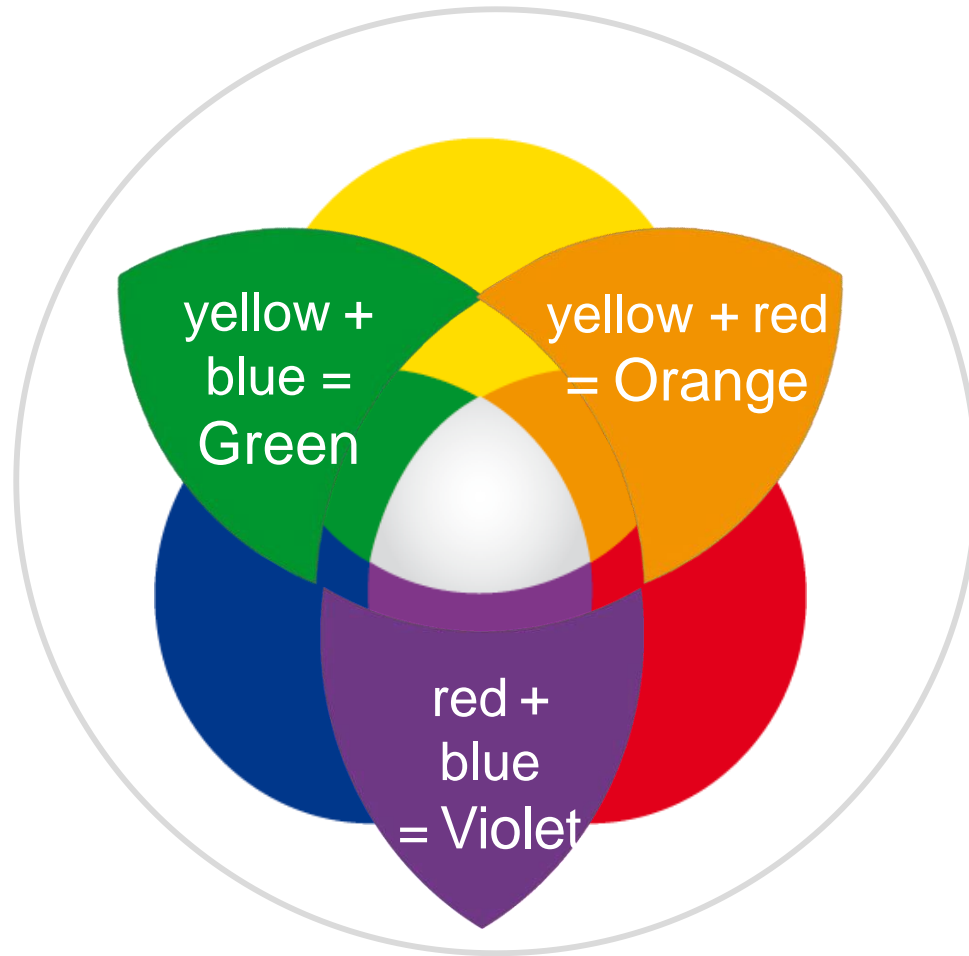
How does Colour
make you feel?

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Primary colours



Secondary Colours



Tertiary Colours

These are created by mixing one primary and one adjacent secondary colour.



Red

+



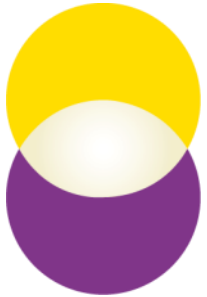
Violet

=



Red - violet

Complementary Colours



Example 1:

In Blonde or lighter hair, an unwanted yellow tinge can be reduced by adding violet.



Example 2:

If a green tinge needs to be reduced, use a red shade.



Example 3:

If an orange tinge needs to be reduced, use a blue shade.

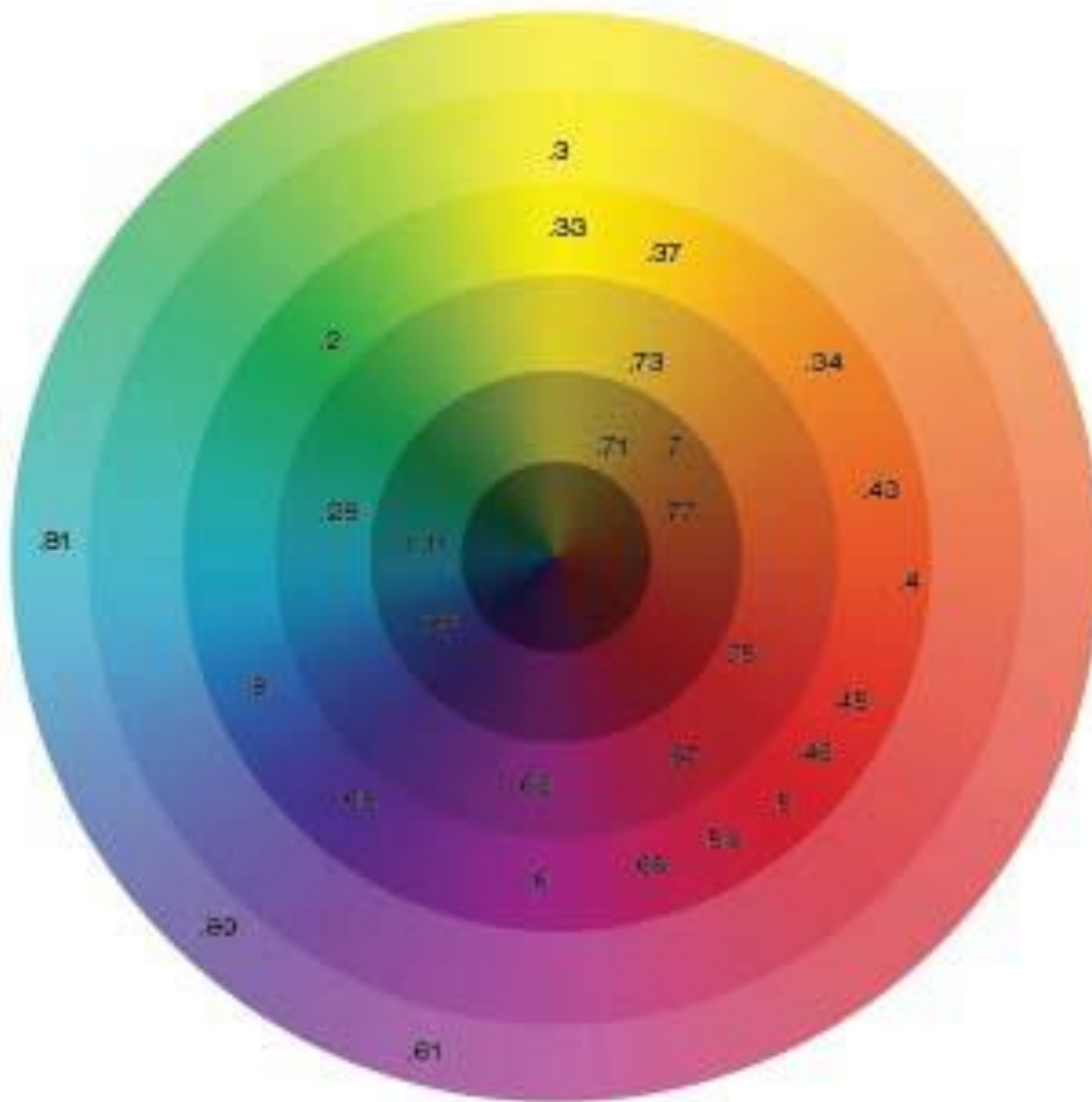
DEPTHS

10.0	Lightest Blonde
9.0	Very Light Blonde
8.0	Light Blonde
7.0	Medium Blonde
6.0	Dark Blonde
5.0	Light Brunette
4.0	Medium Brunette
3.0	Dark Brunette
2.0	Black

TONAL PILLARS

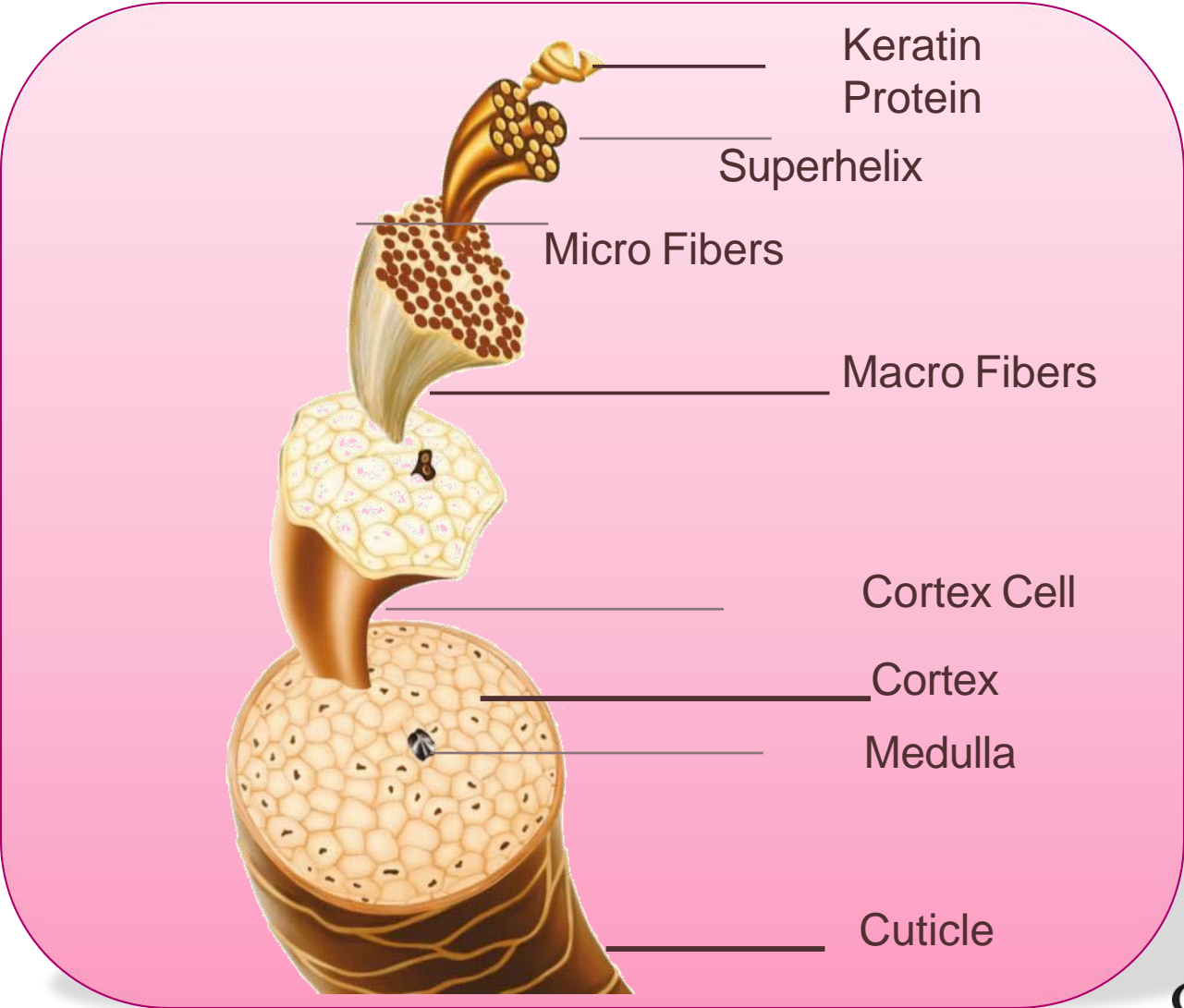
Reflect	Tone
.0	Natural
.1	Ash
.2	Matt
.3	Gold
.4	Copper
.5	Red
.6	Violet
.7	Brown
.8	Pearl
.9	Cendre

The Clairol Colour Wheel

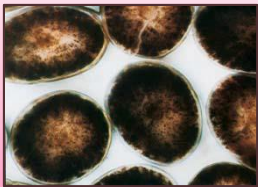


The image is a vertical split composition. The left side features a close-up of a woman's face with long, straight, brown hair. Her eyes are looking towards the camera. The right side shows a detailed, cross-sectional view of a hair shaft, revealing its internal structure, including the central medulla, the surrounding cortex, and the outer cuticle. The text "STRUCTURE OF HAIR" is written in a clean, white, sans-serif font across the center, bridging the two halves of the image.

STRUCTURE OF HAIR

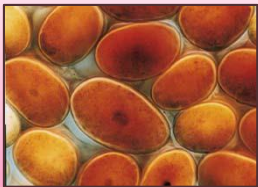


Pheomelanin & Eumelanin



Eumelanin:

Can be dark brown to black in colour. All hair contains Eumelanin.



Pheomelanin:

Is pink to reddish brown in colour. Pheomelanin affects the “warmth” or “coolness” of tone.



When hair is white or grey, it contains almost no melanin granules.



HOW COLOUR WORKS



Sphere Key

Alkali

A cluster of three yellowish-green spheres of varying sizes, representing alkali.

Peroxide

A cluster of three black spheres of varying sizes, representing peroxide.

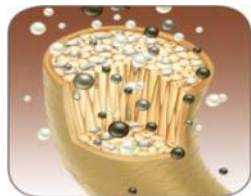
Vitaflection
Microsphere

A cluster of four spheres in light blue, pink, and white, representing Vitaflection microspheres.

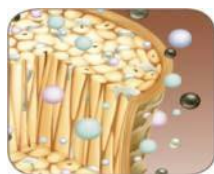
Dyestuff
After Bonding

A cluster of four brown spheres of varying sizes, representing dyestuff after bonding.

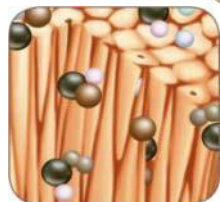
STRUCTURE OF HAIR



1. Preparation & Activation



2. Penetration



3. Coupling



4. Lightening



5. Results

Sphere Key

Alkali



Peroxide



Vitaflection
Microsphere



Dyestuff
After Bonding



A composite image featuring a woman's face on the left and a large pink calla lily flower on the right, with the text "LIGHTENING PROCESS" overlaid in the center. The woman has long, straight, light brown hair and is looking slightly to the left. The flower is a large, pink calla lily with a prominent, curved petal and a central spadix. The background is dark, making the subjects stand out.

LIGHTENING PROCESS

The Clairol lightening process



CLAIROL PROFESSIONAL PERMANENT COLOUR



Colour

Conditioning

Fragrance

WHAT IS EXTRA RICH CRÈME PERMANENT COLOUR?

- New Extra Rich Crème Permanent Colour with Vitaflection Microspheres technology.
- Clairol Professional's vibrant long lasting colour for younger looking hair that draws compliments.
- Lipid-enriched permanent hair colour for improved conditioning properties.
- Envelopes hair, leaves it in good condition with radiant shine.
- Spreads easily, with minimum dripping.
- Allows optimum application.
- Large portfolio of permanent alluring shades.
- Up to 100 % grey coverage.



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CONDITIONING EXTRA RICH CRÈME PERMANENT

PRESTIGE FRAGRANCE SYSTEM

Conditioning

Fragrance

New Lipid – Enriched Extra Rich
Creme Formula for improved
conditioning

Prestige fragrance system based
on the principles of fine fragrance,
with base middle and top notes

Beautiful Shine

A significantly preferred fragrance
from the moment it comes out of
the tube

Premium quality Experience

A floral bouquet with refreshing
natural notes

No dripping or running

Ammonia masking

Intuitive to use

Client friendly

Vitaflection Microspheres-Technology

The Challenge

Colour needs to
Spread over 100,000
hairs

Colour needs to
Penetrate every
Hair fiber

Colour needs to
Be locked to resist
fading

Hair surface needs
to be smooth to
shine



Even Coverage

A microscopic view of a hair fiber showing a uniform, thin layer of microspheres coating its surface.

Color to the Core

A microscopic view of a hair fiber with numerous small, bright microspheres scattered throughout its internal structure.

Lock - In

A microscopic view of hair fibers where the microspheres are clustered and appear to bridge between fibers, locking them together.

Vibrant Shine

A microscopic view of hair fibers with a very smooth, reflective surface, giving them a vibrant shine.

Our Solution

Our Vitaflection
Microspheres cover
every hairfiber

Our Vitaflection
Microspheres penetrate
Deep with-in the
hair

Our Vitaflection
Microspheres lock
together

Our waxes and lipids
Leave the hair smooth
and shiny

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VITAFLECTION MICROSPHERES

- Over 500 trillion Vitaflection Microspheres for every hair fiber!
- Clairol Professional's most vibrant, long lasting permanent colour – up to 100% grey coverage.
- Beautifully even colour.



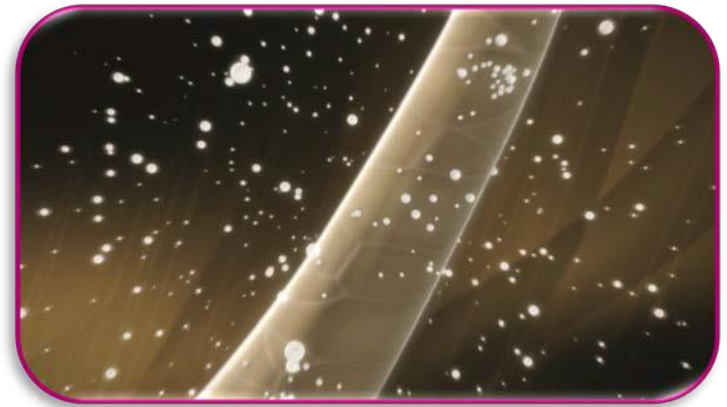
VITAFLECTION MICROSPHERES OUR SECRET TO YOUNGER LOOKING AND FEELING HAIR

EVEN COVERAGE



1. VITAFLECTION MICROSPHERES are activated by mixing the formula with the Extra Rich Creme Emulsion.

COLOUR TO THE CORE



2. Every application supplies over 500 TRILLION MICROSPHERES to each single hair fiber.



VITAFLECTION MICROSPHERES OUR SECRET TO YOUNGER LOOKING AND FEELING HAIR

LOCK IN



3. The TINY, HIGHLY COLOUR CHARGED MOLECULES enter each hair fiber.

VIBRANT SHINE



4. The waxes and lipids then ENVELOP THE HAIR, conditioning it to a super sheen.



INSTRUCTION FOR USE PERMANENT COLOUR

Mixing

HOW TO USE

- Choose developer
- Mixing
- Grey coverage
- Blonde Plus
- Mix tones



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CHOOSE DEVELOPER

MIXING 1:1

DEVELOPER (EXTRA RICH CRÈME EMULSION)	USAGE
6% (20 vol.)	Cover grey Darken Tone on Tone 1 Level of lift Toning
9% (30 vol.)	2 Levels of lift
12% (40 vol.)	3 to 4 Levels of lift



60g full tube of colour



60ml Extra Rich Creme Emulsion




GREY COVERAGE



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COVERING GREY

When wanting 100% grey coverage, 1st determine the percentage of white hair:

0-30%	
30-50%	
50-100%	

Use the mixing guide below for up to 100% coverage on grey hair

GREY HAIR %	NATURAL SHADE
0% to 30%	No Natural Shade
30% to 50%	Add 1/3 natural shade
50% to 100%	Add 1/2 natural shade

UNLESS USING .0 .77 OR .07 NO MIXING REQUIRED 100% COVERAGE

Mixing Guide for up to 100% Coverage on Grey Hair

0-30%



60g colour

+



60ml Extra Rich
Creme Emulsion

30-50%



40g colour

+



20g natural
chosen colour,

+



60ml Extra
Rich Creme
Emulsion

50-100%



30g colour

+



30g natural,
chosen colour

+



60ml Extra Rich
Creme Emulsion



MICRO REDS

The MICRO RED colour pigment offers:

- Significantly long-lasting colour
- Remarkable colour intensity
- Luminous shine
- Intense, flawless red



MICRO REDS
EASY TO SPOT: JUST LOOK FOR THE
RED MOLECULE LOGO





BLONDE PLUS

Blonde PLUS offers an especially high degree of conditioning and gentle Lightening effect

NATURAL

12.0 12.03



Blonde Plus
Blonde Plus Natural Gold

ASH

12.1



Blonde Plus
Blonde Plus Ash

VIOLET

12.61



Blonde Plus
Blonde Plus VioletAsh

BROWN

12.07



Blonde Plus
Blonde Plus Brown

PEARL

12.81 12.89



Blonde Plus
Blonde Plus PearlAsh
Blonde Plus Pearl Cendre

- For cool shading .1 .61,81.89
- For neutral shading .0
- For warm shading .03, .07

How does it work?

- ⦿ Extra lift with tone.
- ⦿ Lighten by up to 5 shade levels for radiant, brilliant Blonde shades.
- ⦿ All of the Blonde Plus shades are intermixable with each other and you can also add the mix tones.
- ⦿ Use with all colouring techniques – highlights, part or complete colour treatments.

Choice of Extra Rich Crème Emulsion

Developer (Extra Rich Creme Emulsion)	Level of Lift
9% (30 vol)	3 Level's
12% (40 vol)	4-5 Level's

Mixing ratio: 1:2



30g of
Rich Creme

+



60ml Extra
Colour
Emulsion

TIP: If Colouring lighter, apply more product than used for normal hair colouration.

Degree of Matting

DEGREE OF MATTING	SHADE	INITIAL HAIR COLOUR	SHADING/EFFECT ON APPLICATION
1	12.1 Blonde Plus Ash	5.0 Light Brunette 7.0 Medium Blonde	Intensive Ash shading for matting red- orange
2	12.81 Blonde Plus Pearl Ash	5.0 Light Brunette 7.0 Medium Blonde	Pearl/ Silver Blonde shading for Matting Orange
3	12.89 Blonde Plus Pearl Cendre	5.0 Light Brunette 7.0 Medium Blonde	Pearl/silver Blonde shading for matting orange/yellow
0	12.0 Blonde Plus	5.0 Light Brunette 7.0 Medium Blonde	Lightening without shading warm, light (golden) Blonde
0	12.07 Blonde Plus Brown	5.0 Light Brunette 7.0 Medium Blonde	Lightening with brown reflections

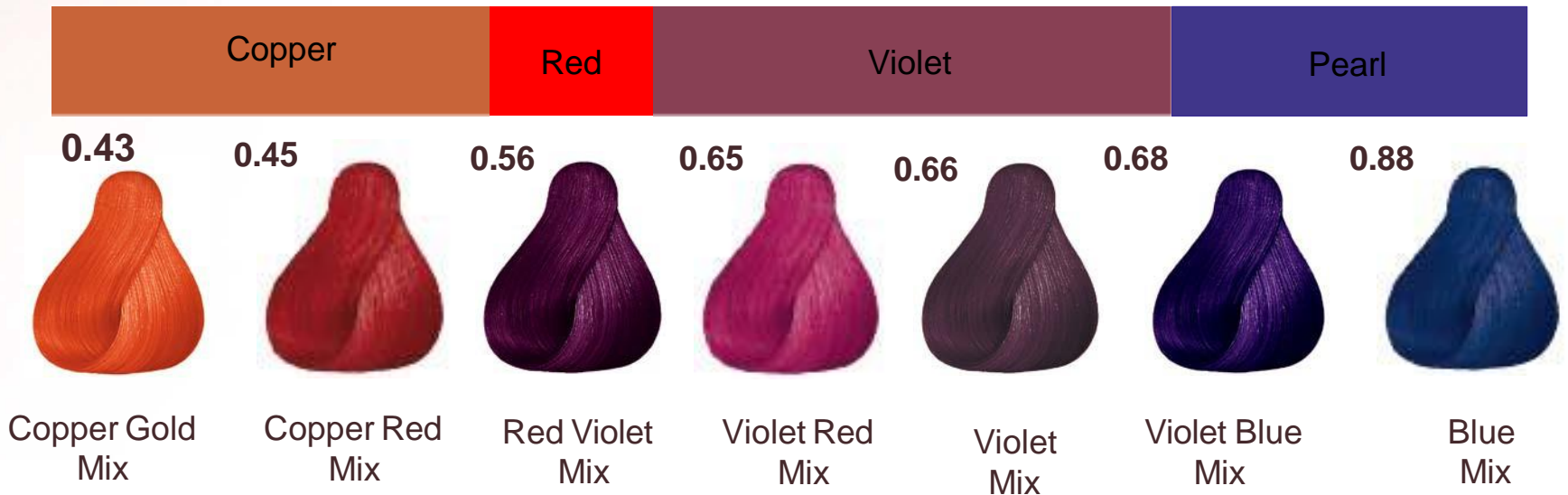
Key:

- 0: No degree of matting at all
- 1: Very high degree of matting,
- 2: high degree of matting,
- 3: Medium degree of matting,



MIX TONES

INTENSE MIX TONES



When to use Mix tones?

- 🕒 Intensify or personalize any shade.
- 🕒 The Mix Tones are pure colour tones that can be added to any shade.
- 🕒 Use Mix Tones on their own with Clairol Professional Extra Rich Crème Emulsion to create super vibrant results on pre-lightened hair.
- 🕒 Always mix in a ratio of 1 + 1 with Clairol Professional Extra Rich Crème Emulsion.

Mixing Guidelines

Level	Mix Tone
12	3cm=1.5g
10	1cm=0.5g
9	2cm=1.0g
8	3cm=1.5g
7	4cm=2.0g
6	5cm=2.5g
5	6cm=3.0g
4	7cm=3.5g
3	8cm=4.0g
2	9cm=4.5g

Let your creativity run wild to create an endless palette of colour.

CLAIROL PROFESSIONAL DEMI PERMANENT HAIR COLOUR

1. Colour
2. Conditioning
3. Fragrance



EXTRA RICH CRÈME WITH NATURAL WAXES AND KERATIN

- Prestige Formulated with Vitaflection Microspheres.
- Increased Shine vs. untreated hair.
- Up to 50 % grey coverage.
- High concentration of 500 trillion Vitaflection Microspheres per single hair fiber.
- Lasts up to 24 shampoos.
- 41 alluring shades.
- For improved vitality.
- Ammonia-free.



PRESTIGE FRAGRANCE SYSTEM



- Prestige fragrance system based on the principles of fine fragrance development, with base, middle and top notes.
- Prestige fragrance system provides a pleasurable experience for you and your client: a character of exotic blossom and notes of fresh fruit.

INSTRUCTION FOR USE DEMI PERMANENT

Mixing



+



30g Clairol
Professional Demi
Permanent Hair
Colour

60ml Clairol
Professional Demi
Permanent Extra
Rich Crème
Emulsion 4 %.

Apply to shampoo towel dried hair

DEVELOPMENT TIME

With heat: 15 minutes

Without heat: 20 minutes

After a perm/straightening: 10 minutes without heat



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BLONDING POWDER

LIGHTENING

The terms bleaching, lifting, lightening are commonly used in salon and all mean the same thing: Oxidation.

Hairdressers choose to use bleach / lightener when:

- ☞ Hair is too dark to achieve light result with permanent hair colour.
- ☞ Lightening selected strands.
- ☞ Removing or lightening previously coloured hair.
- ☞ Colour correction.
- ☞ Making it one of the most common services in the salon.

Clairol Blonding Powder provides premium quality pure Blonde results with up to 7 levels of lift while containing moisture binding lipids that help maintain the moisture content of the hair.



LIGHT... LIGHTER... LIGHTEST... This is the strongest form of lightening.

It is also the only one way to lighten previously colour-treated hair.

Mixing and Preparation

Depending on the desired degree of lightening and consistency, mix with Clairol Professional Extra Rich Crème Emulsion

in a ratio of 1:1.5 up to 1:2.

For on scalp (global or root application), use 6% (20vol) or lower Clairol Professional Extra Rich Crème Emulsion.



Choice of Extra Rich Crème Emulsion

4 %	▶	13 vol up to 2 levels of lift	
6 %	▶	20 vol up to 5 levels of lift	
9 %	▶	30 vol up to 6 levels of lift	
12 %	▶	40 vol up to 7 levels of lift	← Not recommended

Removal Colour Mix

1:4 with 1.9% Clairol Professional Demi Permanent Extra Rich Crème Emulsion.

Apply quickly to dry hair starting at the darkest area. Do not apply to scalp. Timing will vary depending upon degree of removal/correction needed but do not process for more than 30 minutes.





APPLICATION & DEVELOPMENT
Permanent Colour
Blonding Powder
Demi Permanent Colour

Permanent Colour Root Application

STEP 1

- ⌚ Divide the hair into 4 sections.

STEP 2

- ⌚ Apply the colour to the cross parting.



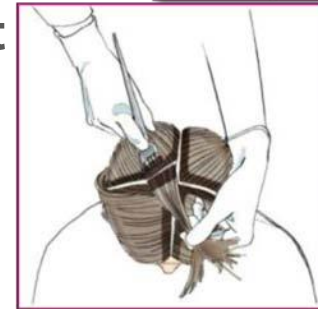
STEP 3

- ⌚ Start at the back of the head. Apply approximately 1-2cm / re-growth colour to both sides of the parting.
- ⌚ Work this section down to the nape and repeat on the right side section.



STEP 4

- ⌚ Move to the front and repeat working towards the hairline.



STEP 5

- ⌚ Finally, apply Colour to the hairline and remove all Colour from the skin.



Root Application & Development Time

Permanent Shades:

- With Heat = 15-25 mins
- Without Heat = 30-40 mins

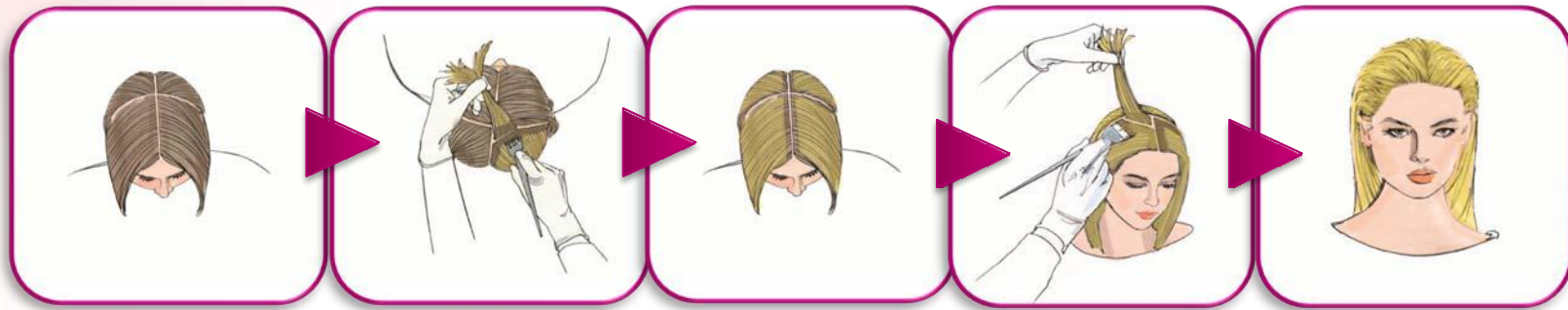
Blonde Plus Shades:

- With Heat = 25-35 mins
- Without Heat = 50-60 mins

Application & Development Time

Clairol Blonding Powder

- Application: Apply the Blonding powder mixed with chosen developer evenly to the unwashed hair.
- First-time Lightening: First, apply to lengths and ends leaving 2 cm free at the roots. Shortly before achieving desired degree of lightening, apply to the roots



Development Time

Development Time depends on the condition of the hair and the desired result.

Carefully check hair every 5-10 minutes during process.

The maximum total development time is 50 minutes.



After Colour Treatment

STEP 1

- ① Wet the hair and emulsify the colour with water and rinse.



STEP 2

- ① Shampoo the hair with Clairol Professional Color Radiance shampoo and rinse.



STEP 3

- ① Treat the hair with Clairol Professional Color Radiance Stabilizer mask, leave for 5 minutes and rinse.



DEMI PERMANENT COLOUR TECHNIQUE

STEP-BY-STEP

Application

STEP 1

Divide the hair into 3 sections.

STEP 2

Starting at the back of the top parting use the applicator bottle to apply 3-5cm of colour to the roots.

STEP 3

Move down the back of the head towards the nape and start to apply the 3-5 cm of colour to the area. Work in horizontal sections until the back section is complete.

STEP 4

Move round to the front two sections, Apply 3-5 cm of colour to both sides. Beginning with the front right section, take a diagonal section at the top of the head and apply 3-5 cm of colour to the roots.

STEP 5

Return to the back of the head and using the same sectioning, apply colour to the mid-length and end. Repeat at the front till all the hair is coated.



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COLOUR REMOVAL AND POST COLOUR TREATMENT

Colour Removal

To remove Clairol Professional Demi permanent colour from the hair emulsify with warm water, rinse thoroughly until the water runs clear then stabilize the hair with Color Radiance Colour stabilizing Mask.

Color Radiance Stabilizer Mask

Seals the cuticle to lock in Colour pigments protects against fading and shifting, hair is instantly protected for long-lasting brilliant Colour.

The Stabilizing Mask is a strong Anti Oxidant that will neutralize any free radicals and chemicals within the hair, ensuring a long lasting colour vibrancy and preventing colour shifting and oxidization.





DIAGNOSIS &
CONSULTATION

An optimum diagnosis produces the best possible colour formula for your client

Diagnosis Criteria	Why this is important?
Desired result	Product selection
Natural Colour	Strength of Developer
% of white hair	Amount of natural shade
Colour in lengths+ ends	Colour balancing

Consultation Sheet

Desired Result: _____
 Natural Colour: _____
 % of White Hair: _____
 Colour in Lengths + Ends: _____

Hair Condition
 Normal/Natural
 Coloured
 Permed
 Damaged

Hair Texture
 Fine
 Normal
 Coarse

Recipes

Roots:

Development Times

With heat:

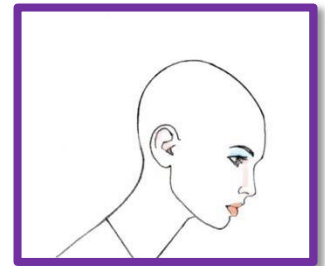
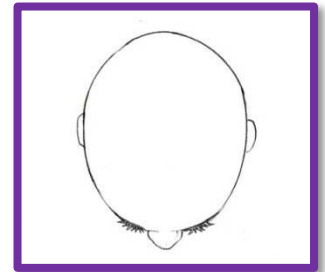
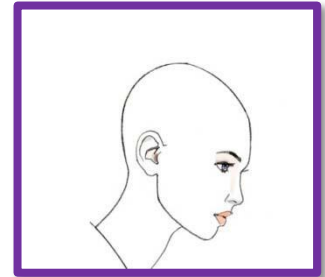
Without heat:

Lengths + Ends:

Development Times

With heat:

Without heat:

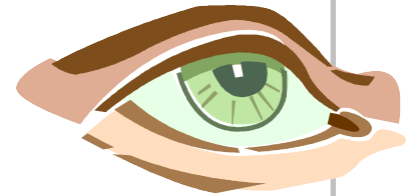


Get to know your client

Ask



Listen



Look



Touch



Body language

Get to know your client

- What do we need to know?
- **EYE CONTACT** is important.
- **BODY LANGUAGE**
- **FEEL** is important

Get to know your client

- 🕒 Ask open questions:
- 🕒 How would you like to appear to others?
- 🕒 What kind of Colour or style would you like to avoid?
- 🕒 What would you like to improve about yourself?



THE END

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