A modern colorist must unite great technical requirements to fashion contents in constant evolution. The color lines Cosmo Service with this assumption become a working tool that through the results give the possibility to elevate the image and professionalism of the salon standing out between the many.

Cosmo Service proposes four major color lines to meet any of the clients needs:

- **Personal Color**: Permanent Coloring
- **Color Foam**: Semipermanent Coloring
- **Color Jelly**: Direct Coloring
- **Direct Color**: Direct Coloring

This technical manual has the guiding function to the optimization of our products use.

This technique has the exemption help function optimizing the use of our products. We are confident that with the quality of products, tips for use and your talent you will have great satisfactions in coloring the hair of your clients.

**good work**

*Gianfranco Scardamaglia*
Why Personal color

Benefits:

- it's a last generation formula with a low content of ammonia
- unlike other conventional coloring has a base completely organic (metal salts, or bicarbonates and carbonates)
- instead of the polymers are being used monomers which are smaller and penetrate more deeply with a limited opening of the cuticle.
- a real beauty treatment for your hair is enriched with active ingredients such as honey, sunflower oil and beeswax.
- contains high-quality pigments that provide total coverage of white hair and super bright colors.
- it has a chart of 119 colors
- a soft texture cream, it facilitates the distribution of the product evenly
- does not stain, does not burn, does not create any strikethroughs
- economic, allows three different uses: permanent, semipermanent and temporary

Technology serving the performances

- Perfect coverage
- Maximum reliability of the reflex
- Uniform color from roots to tips
- Reflex tenacious and durable
- Unique shine
- Absolute cosmetic
Guide to the optimization of the use

Guide to the selection of colors

119 shades allow the possibility to create endless color recipes and the chance to customize the color.

For an easier identification of the color, the color chart is divided into 23 different families identifiable by the specification "chocolates, tropical, intense reds, baltic etc. etc.”.

The key to interpreting is that the international:
- **The first** number indicates height of tone (from number 1 black to number 10 platinum blond), numbers 11 and 12 are in the series super lighteners.
- **The second** number indicates the prevailing reflex
- **The third** number secondary reflex
  - Eg. 8.34: Blonde, gold-copper
  - 6.66: Dark blond, red-intense

Contains 8 correctors and 3 enhancers “booster”

In the nuances with the double zero such “6,00c e 6,003” indicates a natural base with a concentration of reflex (00c intense ash),

(003 Golden very intense).
The Color Chart

The tonal scale

1 black
2 brown
3 dark chestnut
4 chestnut
5 light chestnut
6 dark blond
7 blond
8 light blond
9 very light blond
10 platinum
11 Superlighteners
12 Baltic series
Correspondence of reflex

The first number indicates the height of tone, how much is clear or dark a shade.
The second number indicates dominant the reflection.
The third number indicates the secondary reflection or intensity.

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>natural</td>
</tr>
<tr>
<td>1</td>
<td>ash</td>
</tr>
<tr>
<td>2</td>
<td>violet</td>
</tr>
<tr>
<td>3</td>
<td>golden</td>
</tr>
<tr>
<td>4</td>
<td>copper</td>
</tr>
<tr>
<td>5</td>
<td>mahogany</td>
</tr>
<tr>
<td>6</td>
<td>red</td>
</tr>
<tr>
<td>7</td>
<td>tobacco</td>
</tr>
<tr>
<td>8</td>
<td>sand</td>
</tr>
<tr>
<td>10</td>
<td>blue</td>
</tr>
<tr>
<td>.12</td>
<td>pearl</td>
</tr>
<tr>
<td>.003</td>
<td>intense golden</td>
</tr>
<tr>
<td>.00c</td>
<td>intense ash</td>
</tr>
</tbody>
</table>

Example:

6.0 = tone height : dark blond, reflex : natural
6.6 = tone height : dark blond, reflex : red
6.34 = tone height : dark blond, dominant reflex golden, secondary reflex copper
One product, different ways of coloring
The tube presents itself with a package of 100ml
Can be made 2 or 3 heads depending on the lengths.
ITS FORMULA HIGHLY COSMETICS MAKES IT VERSATILE

Traditional coloring

**Mixture 1+1.5**

1 PART Hair Colouring Cream
1.5 PARTS Oxidizing Emulsion (20/30/40 volumes)

Example: roots touching up 40 gr of Hair Colouring Cream + 60ml of Oxidizing Emulsion

**Exposure time**

**Application on natural hair**

First phase (application on the lengths) - 15 min
Second phase (application on the roots) - 30 min

In case of middle/thick/difficult hair, extend time to 45 min.

**Touching up application**

First phase (application on the roots) - 45 min
Second phase (application on lengths and tips) - 30 min

Semipermanent coloring

**Mixture 1+2**

1 PART Hair Colouring Cream
2 PARTS Oxidizing Emulsion (6/10 volumes)

**Exposure time**

According to hair structure from 20 min to 30 min

**Application**

- On dry hair as Intense Semipermanent Colouring
- On wet hair as Shading Colouring
- Better use with hair brush or dispenser bottle

After exposure time, emulsify then go on with the post color treatment.

**Notice**

- Before making colouring, always make a correct diagnosis
- Decide the basic colour
- Decide the objective colour
- Determine white hair percentage
- Fix the oxidizing emulsion to us

The series supetrlighteners and baltic require a mixture of a part of color plus two parts of oxidant 30/40 vol.
All shades have a brown base with the exception of the red and fantasy shades

**natural**: Cover the whole tonal scale from 1.0 "black" to 10 "platinum blonde". They have a brown base with a 100% capacity of coverage of white hair. The natural have a high concentration of brown pigments and can give the perception of a darker tone so even in the presence of white hair at 100% do not need no change. Only on hair very refractory and tones 8.0 - 9.0 and 10.0 use this expedient:

- **to achieve a 8.0 mix**: \( \frac{3}{4} \times 8.0 + \frac{1}{4} \times 7.0 \)
- **to achieve a 9.0**: \( \frac{1}{2} \times 9.0 + \frac{1}{2} \times 8.0 \)
- **to achieve a 10**: \( \frac{1}{4} \times 10.0 + \frac{3}{4} \times 9.03 \)

Can be mixed together to create custom blends or with colors reflex in presence of a % of white hair higher than the 50/60%.
Intense cold natural: from 4.00c to 8.00c
Ideal to control hot orangey reflexes.
In the nuances 7 and 8 in presence of a% of white hair higher than the 50/60% add the base natural or pre-pigment.
Mixing with oxidant at 10 vol. colorations are achieved with super natural reflexes, ideal in males.

"Warm" golden natural: from 5.03 to 10.03 to be used alone for a naturally warm result, to cover white hair up to 100%.
To be combined to fashion shades in case of very high% of white hair.
Ex. To achieve a 7:44 on a 100% white background add to the formula a warm natural (allows to achieve coverage without giving up the reflection).
For light tones in presence of a% of white to 90/100% mix the color chosen with a shade a tone darker.
ex.: to achieve a 8.03: ¾ 8.03 + ¼ 7.03

Tropical natural: from 5.003 to 10.003
To intensify the reflex warm was removed brown base.
In case of a high% of white hair from level 7 onwards apply a darker shade of the color desired.

"Cold" ash natural: from 6.01 to 10.01
to the formulation of natural has been added the cold component.
Ideal to control the warm reflections. In presence of a% of white hair higher than the 50/60% add the natural base.

Golden: from 4.3 to 9.3
To cover white hair up to 100%
ideal to enhance the natural warm reflex.
in case of white hair with high% to give a base for the red / copper
To rebuild a color after strong bleachings.
In presence of white hair 70/100% lower from ½ tone for the dark colors to a tone for clear shades.

Intense golden: same characteristics as the golden
An intense golden reflex

Chocolate: to apply alone even with presence of white hair at 100%
For color taste more transparent add to shades 5.35 and 5.15 a ¼ of 7.3
Ex 30 gr. 5.35 + 10 gr. 7.3
**Tobacco:** to be applied alone even in case of high% of white hair. In case of hair very refractory, add a warm natural base.

Copper, golden copper
to cover white hair up to 100%
ideal to enhance the natural warm reflex
To rebuild a background of a color a lot lightened
In presence of high% of white hair mix the lighter shades with warm natural. For darker shades lower from ½ tone to a tone the choice of shades

**Intense copper, mahogany, intense red, fantasy red**
to cover white hair up to 100%
ideal to enhance the natural warm reflex
In presence of high% of white hair mix the lighter shades with warm natural. For darker shades lower from ½ tone to a tone the choice of shades

**Violet:**
the same indications as above, the only variant in case of mixing with a basic shades: use the natural point 0.
Ex.: 5.22 + 5.0

**Pearl: 9.12 and 10.12**
Intense cold blond to remove the warm shades of blond.
Mixable with the basic colors or to be used alone.

**Superlighteners** : mixed with emulsion at 40 volumes 1 +2 guarantee high bleachings. The cold shades allow to control the warm tones, golden and beige shades enhance the warm blond.

**Baltic** : designed to maintain even in high bleaching a reflection rich and full bodied.
Lighten natural hair up to 4 tones with oxidant at 40 volumes.
Their ideal background is 7,8,9,10

**Color Meches** : super bright colors with a capacity of bleaching on natural hair up to 5 tones.
Applied to colored hair with base level 4/5, lighten 2/3 tones.
To be mixed with oxidant at 30 and 40 vol. in case of dark colored hair use heat source.
For the copper shades add 7.44 on natural hair

Ex. 40 gr color meches Rame + 10 gr. of 7.44 oxy. 30 vol.
Personal Color and the hair

To fully understand the permanent coloration you have to know its mechanism of action.
The first chemical substances that perform their action are the alkalizing substances in the form of ammonia (we find them in the color cream).
Ammonia creates a basic environment: makes hair swell "opening the cuticle" allowing pigments to reach the cortex.
Before evaporating the alkalizing substances, "Ammonia is a gas", reacting with the emulsion, release the oxygen contained in it.
The oxygen released lightens hair melanin and develops artificial coloring pigments.
In the benefits of Personal Color is mentioned that the monomers are used in the formulation instead of the polymers. The monomers being smaller do not need a drastic opening of the cuticles, this preserves hair weakening and loss of hydration.
Result healthier hair, shinier and color that lasts longer.

Mechanism of Action PERSONAL COLOR
First 15/20 minutes, bleaching
After from 15 to 45 minutes, deposit color

Research, technology and innovation
for the beauty of hair .... simply .....

“Our products”
Level of bleaching of the colors
This table shows ideal backgrounds to achieve the reflex that corresponds to the color chart.
Each shade is formulated with a different concentration of alkalizing substances. The bleaching power of an oxidation color depends not only on the volumetric strength of the oxidant but also on the concentration of alkalizing substances contained in the color.

<table>
<thead>
<tr>
<th>Height of tone of the colors used</th>
<th>Degree of bleaching</th>
<th>Ideal backgrounds</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 black</td>
<td>mordant</td>
<td>1 -2 - 3</td>
</tr>
<tr>
<td>2 brown</td>
<td>mordant</td>
<td>1 -2 - 3</td>
</tr>
<tr>
<td>3 dark chestnut</td>
<td>½ tone</td>
<td>2 - 3</td>
</tr>
<tr>
<td>4 chestnut</td>
<td>1 – 1 tone and a ½</td>
<td>2 - 3 - 4</td>
</tr>
<tr>
<td>5 light chestnut</td>
<td>1 and a ½ - 2 tones</td>
<td>3- 4- 5</td>
</tr>
<tr>
<td>6 dark blond</td>
<td>2 tones</td>
<td>- 4- 5-6</td>
</tr>
<tr>
<td>7 medium blond</td>
<td>2 tones and a ½</td>
<td>(4) - 5 – 6 – 7</td>
</tr>
<tr>
<td>8 light blond</td>
<td>2 and a ½ 3 tones</td>
<td>6 – 7 – 8</td>
</tr>
<tr>
<td>9 very light blond</td>
<td>3 tones</td>
<td>6 - 7 – 8 - 9</td>
</tr>
<tr>
<td>10 platinum</td>
<td>3 tones</td>
<td>7 – 8 – 9 – 10</td>
</tr>
<tr>
<td>Superlightener</td>
<td>4 tones</td>
<td>6 - 7 – 8 – 9 – 10</td>
</tr>
<tr>
<td>Color Meches</td>
<td>4 / 5 tones</td>
<td>all</td>
</tr>
</tbody>
</table>

Apply the product
Method of application:
With a brush apply on dry hair unwashed.
Deposit the product without brushing.
In presence of a high percentage of white hair start from the front, otherwise proceed from the
top towards the nape.
Respect the develop time 35/45 minutes.

Method of application:
This technique is recommended on natural hair regrowth or with a strong, bleaching
3 tones.
Apply to lengths and ends the desired color mixed with oxidant at 40 vol.
Leave it 35/40 minutes
Remove with a comb the excess of color on the lengths and tips
Apply at the roots, lengths, and tips the color desired mixed with oxidant 30 vol.

Method of application:
This technique is recommended on natural hair regrowth or with a strong, bleaching
2 tones.
Apply to roots ( a centimeter and a half) the desired color mixed with oxidant 20/30 vol.
At the end apply on lengths and ends the same color mixed with oxidant at 40 vol.
Leave it 40 minutes
Method of application:
**Color meches as a support to realize fantasy red of bright chromatisms on a natural dark background.**
Apply to lengths and ends color meches at 30 or 40 vol. “leave a35 minutes approx”
Remove with a comb the excess of color on the lengths and tips
Apply the desired color formula on roots, length and ends leave on 35 minutes
The result will be a vibrant red, bright and durable.

Method of application:
For cold natural colorations with shades 00C.
Prepare the nuances of color chosen with oxidant at 10 vol. 1 + 1 and 1/5.
Let the mixture rest for 10 minutes before application.
Apply the color and leave on 35 minutes approx.
They are all attention to stimulate as little as possible the bleaching of melanins that would produce orangey red reflections.
The oxidant at 10 vol. does not lighten the natural melanins so the cold reflexes will not be absorbed to check the background of bleaching.

Method of application:
The application of color on length and tips.
It depends on the degree of washout of the color:

**lengths and ends only slightly dulled or altered:** at the washing wet the hair and make emulsify the color, massage, leave for 5 minutes.

**lengths and ends medium altered that have lost the reflex:** distribute the color on the lengths and ends the last 15 minutes of developing.

**lengths and ends much altered, or change of reflex:** distribute immediately on lengths and tips.

**Technical tips:**
*With Personal Color* can lighten up to 3 tones with normal shades, 4/5 tones with the super-lighteners and color meches.
**To re-toning** lengths and ends already colored do not use an oxidant over 20 volumes.
The high volumes would increase sensitization of the capillary structure that would result in a rapid loss of reflex and tone
**Do not extend** prematurely the color on lengths and tips, could lead to overloading of color.
**In reflexing formulations**, mixed with natural shades "to cover a high percentage of white hair";
on lengths and ends use only the reflex shades.
The presence of natural shades would dull the reflex.

*Ex. Target color 7.44*
White hair color regrowth 70%, lengths and ends 7.34.
Apply : 7.44 ¾  +  7.03 ¼  oxy. 20 vol. ---- lengths and ends only 7.44 with oxy 10/20
To obtain a Red Magenta:
Decolorize up to a golden yellow background
Apply Color Meches with oxy 20 vol.

Resistant blue reflexes:
Pre-pigmented with: ¾ corrector blue + ¼ of neutral + water.
Apply 1.10 with oxy 10 vol

In medium light colors, in presence of high percentages of white hair, always treat the lengths and ends as color little altered.
If the color is intensified on lengths and tips, roots can be perceived more transparent.

All the oxidation hair dye have a brown base with the exception of red shades.

Not simple correctors:

Have to be regarded as multi-functional coloring with exclusive performances.
Born to make range in results the stylists of color.
All added values;

- Complete
  - Lights up the nuances - increases the bleaching up to 1 tone

- Valorize
  - Exalts golden nuances - neutralizes violet shades

- Customize to create "original effects"
  - Exalts red nuances - neutralizes ash shades

- More held
  - Exalts violet nuances - neutralizes golden shades

- More brilliance
  - Exalts blue nuances - neutralizes copper shades

- More reflexes
  - Exalts ash nuances - neutralizes red shades

How to use them?
The correctors should be mixed with the base color formula without adding other oxidant.
Esx 7.0 50gr + 5 gr of blue corrector = 75 cc of oxidant
the 5 gr of the corrector are not being considered
The super natural

To be carried out with the support of correctors which naturally oppose the dominant pigment giving a result of pure natural.

To neutralize is necessary to use a quantity of corrector ranging from 2 gr. on very light colors to 10 grams on colors very dark "on a dose of 50 gr of color."

Mixable also with each other example: to neutralize a reflex yellow orange:

2 gr. of blue and 2 gr. of violet on 50 gr. of coloring cream

To neutralize an orange-red background: green + blue

Example: natural color = 5
Hair nature - thin / medium
Target color = 6 with a pure natural reflex
Recommended formulation:
personal color : 6.0  50 gr.
Corrector: blue  5 gr
Oxidant: 20 volumes 75 ml

In case of thick hair replace 6 with 6.00c

In case of an intermediate thickness ½ natural shade and ½ ash shade
Natural color = 6
Nature = medium
Target color = 9 with a pure natural reflex
Recommended formulation:
8.01 = 25 gr.  10 = 25 gr.
Corrector blue = 1 gr. Corrector pearl = 1 gr.
Oxidant: 30,35 volumes 75 ml

Bright violet formula:
30 gr. 11.02
5 gr. 6.2
10 gr violet
Oxidant 30/40 vol. 60 gr.
Nb: for a warmer result add the corrector red 5 grams.

Bright red:
Pre-lighten level 6/7 (for a more durable red lighten with red color meches)
red booster 20 vol. 1+1
To boost reds for example:
7.66 : 50 gr.
Red booster from 5 gr to 20 gr according to the degree of intensity
Oxidante 75 ml 20/30 vol.

To intensify the cold reflex, use the correctors:
Blue, green, violet, pearl and silver with the shade of reference.
Indicated amount on 50 g of coloring cream from 2 to 6 grams.

The neutral shade: has the function of increasing light in the hair.
He does not raise the tone but avoid excessive saturation of color.
It is recommended in porous hair which usually absorb too much color resulting dull.
In thin hair which just done the color appear darker.
A modern colorist must unite great technical requirements to fashion contents in constant evolution.

**Personal Color** with these assumptions becomes a working tool through which the results gives the possibility of raising the image and professionalism of the salon standing out between the many
The means to optimize the art of coloration

⇒ Knowledge of of colors "colorimetry"

⇒ Analysis of the hair; "his composition"

⇒ Personal Color "knowledge and how to use the product"

⇒ Bleaching bottoms

⇒ The dominant pigment

⇒ Color application

⇒ The consultation
The colorimetry

When a ray of light passes through a prism the beam will disassemble in more colored rays. This suggests that the white light is composed of multiple beams of colored light. In this context, the coloration is intended as additional

+ colors = + light.

In the coloration pigment the reaction is different, more colors are mixed with each other more and the color darkens, for this reason the coloration pigment is recognized as a subtractive

+ colors = - light.

The color fall into three categories: primary, secondary and tertiary.

**PRIMARY** colors: RED, BLUE, YELLOW, can not be generated by other colors.

**SECONDARY** colors: ORANGE, GREEN, VIOLET obtained by mixing two primaries in equal parts.

Mixing a primary with its secondary, we obtain a Tertiary color, or as in the chart below by mixing two primaries in different amounts:

Within the primary and secondary colors, we have three pairs of colors such complementaries. Each pair of complementaries is formed by a primary and by the secondary obtained from the mixture of the other two primaries.

To know which is the complementary of the primary color yellow, mix the other two primaries, red and blue you get violet, which turns out to be the complementary of yellow.
Complementary colors mixed together will cancel each other. In the star of OSWALD the complementary colors we find them opposites.
Hair structure

The hair is composed of approximately 75% of protein (keratin) and the remaining water, carbohydrates, lipids, minerals and vitamins.

The stem can be divided into three parts: cuticle, cortex and medulla.

The cuticle: it is the outermost part of the hair and has a protective function. It consists of layers of transparent flakes (colorless) tightly locked. In the hair can be found from 4 layers of cuticle in hair thin and light, and 18 in dark and thick hair. The function of the cuticle is to protect the cortex from the loss of hydration, is hydrophilic (attracts water), has the ability to open and close when it absorbs or eliminates water.

The cortex: Formed by several twisted fibers of keratin is the most vital part of the hair and it covers 85% of the mass. Here is where we find water, carbohydrates, lipids, minerals, vitamins and natural pigments, the melanin the substance that gives hair its natural color.

The medulla: This is the innermost part of the hair, is composed of soft keratin, without a specific shape. In thick hair dark and there is also a certain amount of melanin free. Much of the medulla is given by gaps that do not create any damage to the hair.

The melanin

The natural hair color is due to special pigments in the cortex. It is given by pigments produced by cells called Melanocytes, normally indicated as Melanin is formed in the bulb through the melanocytes, cells that are a combination of enzymes and amino acids present in the blood. Once formed, melanin travels along the stem of the hair and becomes physically part of the cortex, the color is reflected through the cuticle that is transparent "does not have its own color."

There are two types of melanin: eumelanin and phaeomelanin

The Eumelanins are dark in color from black to brown, responsible for the brown colors and blacks.

The Feomelanins are red in color, responsible for the colors red auburn and blond.

The different colors of hair are due to a combination of these two different biochemical basic structures. From a detailed study (Borges 2001) black hair contain 99% of eumelanins and 1% pheomelanins. Hair from brown to blond contain about 95% of eumalanins and 5% pheomelanins. Red hair contains 33% of pheomelanins and 67% eumelanins.

Eumelanins are very strong and stable proteins made from Tyrosine. The biochemical structure of Eumelanin is given by the transformation of Tyrosine in Dopachinone and Dopamine and by the connection of the molecules obtained in a stable aggregation. The key enzyme in this process is Tyrosine. A higher Tyrosine activity leads to a higher Eumelanins production. Occur naturally different shades of color brown, from light to black.

The equation can be explained by a simple: + Tyrosine = + Eumelanin = darker hair color.

The Pheomelanins are made of the same Tyrosine as Eumelanins and the process of their formation is very similar to the previous.

The Pheomelanins are obtained when a intermediate product in the way of production of Eumelanins interacts with the Cysteine (an amino acid). This causes the formation of one molecule of phaeomelanin, which contains the Sulfur of Cysteine.

These molecules are of a color ranging from yellow to orange and greatly influence the different shades of the color of the hair. The more interaction there is between Dopaquinone and Cysteine, more yellow and orange pigments are produced.
Personal Color and the hair structure
The coloring products are absorbed in different ways depending on the structure of the hair. The variations (diameter and porosity) can also be present on the same head.
The hair is considered in relation to the diameter of the stem and classified thin, normal, thick. Thin hair are usually level 6 or lighter, are hair easier to color, this is because the cuticle is not very thick and there is less melanin within the cortex.
The dark and thick hair instead are much more difficult to color, especially if one tries to lighten the natural color. In this case we find a layer of cuticle very thick and a high density of melanin.
The higher the density of melanin, less space is available to allow the molecules of the artificial color to develop.

That's why is sometimes necessary to pre-lighten (bleach) the hair.
In reality we are creating the space for the development of the new artificial color.
In presence of white hair, given the less space inside, thin hair will saturate by color more easily than thick hair and will appear darker in tone.
The thick hair have a wider area and the molecules of the color will be more widespread and therefore the result will appear lighter.
This implies that to achieve a level 6 on thin hair is necessary to use a shade ½ tone lighter, on hair thick ½ tone darker. This correction will achieve the desired shade.

n.b. in the first case the addition of the neutral Personal Color, 10 gr on 50 gr of cream coloring allows you to create a transparent coloration without overload.

Bleaching bottoms
the process of bleaching is a process of breakdown of the melanin that allows to reach the light level (bottom of bleaching) you want.
Starting from a first stage of bleaching (red), the hair must pass through seven stages to get to that of maximum bleaching (pale yellow).

the seven stages of bleaching

1 red
2 red/orange
3 orange
4 orange/yellow
5 yellow/golden
6 yellow
7 pale yellow
The dominant pigment

To accurately determine the level and tone that can be achieved is necessary to understand the importance of the dominant pigment in the hair.

To lighten the natural hair is necessary to use the oxidant emulsion at 20 or more volumes. Since we bleach, we must ensure that the chosen shade, has enough color available to control the dominant natural pigment.

One of the most usual errors in coloration (especially for customers who color at home) is to use a level too bright on a dark natural base. Putting a level 9/10 on a base 5 will result in a level 8 much gold with orange reflections. This is because no account was taken of the dominant pigment. No color can lighten 5 tones, bleaching can only do that.

This chart indicates the dominant pigment and its corrective base

<table>
<thead>
<tr>
<th>Level</th>
<th>Dominant pigment</th>
<th>Corrective base</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 platinum blond</td>
<td>pale yellow</td>
<td>violet</td>
</tr>
<tr>
<td>9 very light blond</td>
<td>yellow</td>
<td>violet</td>
</tr>
<tr>
<td>8 light blond</td>
<td>yellow orange</td>
<td>violet blue</td>
</tr>
<tr>
<td>7 blond</td>
<td>orange</td>
<td>blue</td>
</tr>
<tr>
<td>6 dark blond</td>
<td>red orange</td>
<td>blue/ green</td>
</tr>
<tr>
<td>5 light chestnut</td>
<td>red</td>
<td>green</td>
</tr>
<tr>
<td>4 chestnut</td>
<td>red violet</td>
<td>yellow green</td>
</tr>
<tr>
<td>3 dark chestnut</td>
<td>violet</td>
<td>yellow</td>
</tr>
<tr>
<td>2 brown</td>
<td>violet blue</td>
<td>none</td>
</tr>
<tr>
<td>1 black</td>
<td>blue</td>
<td>none</td>
</tr>
</tbody>
</table>
**Oxidant cream**

The **Personal Color** oxidant cream is perfumed with an acid pH 2.8. Its formula is calibrated to optimize coloring properties of Personal Color, it is essential not only for the bleaching of melanins and development of the pigments, but for balancing pH.

**Need to know that:**

The bleaching power of the oxidant emulsion varies based on:

- Start natural bottom
- Nature of the hair, thin, thick
- Nuances chosen (lighter shades are intensified with alkalizing substances that increase the bleaching)

**The choice of oxidants**

To meet the various needs of bleaching (from mordants to 4 tones) Personal Color uses 5 forces volumetric of hydrogen peroxide (H₂O₂), formula better known as oxidant emulsion, The ability of bleaching of the emulsion is recognizable by the volumes or the percentage of hydrogen peroxide present in the formulation:

- 1.5% o 6 volumes Revealer
- 3% o 10 volumes
- 6% o 20 volumes
- 9% o 30 volumes
- 12% o 40 volumes
The volumetric forces

The proper use of the oxidant

- **6 volumes 1,5 %**
  - For the coverage of white hair "transparent"
  - Bleaching: only mordant
  - To color tone on tone
  - To darken the natural or artificial color
  - To refresh the color on lengths and ends already colored
  - To recolor and to give reflexes to the hair after bleaching

- **10 volumes 3%**
  - For the coverage of white hair (medium and low %)
  - Bleaching: only mordant
  - To color tone on tone
  - To darken the natural or artificial color
  - To refresh the color on lengths and ends already colored
  - To recolor and to give reflexes to the hair after bleaching

- **20 volumes 6 %**
  - For the coverage of white hair (medium and high %)
  - To lighten the natural hair: 1 tone (dark bottoms) 2 tones (bottoms medium light).
  - To color tone on tone
  - To darken the natural or artificial color
  - To refresh the color on lengths and ends already colored
  - To recolor the hair after bleaching

- **30 volumes 9%**
  - For the coverage of white hair (low and medium %)
  - To lighten the natural hair: 2 tones (dark bottoms) 2 or 3 tones (medium light bottoms)
  - To obtain a coloration with a reflection more brilliant
  - To obtain the series with super-lighteners 4 bleaching tones

- **40 volumes 12%**
  - For the coverage of white hair (low %)
  - To lighten the natural hair 3 tones (dark bottoms)
  - To obtain with the super-lighteners series 4 bleaching tones
Mai inosservata
Personal Color

Amo il colore
Personal Color
The pre-pigmentation

It is a technique that enriches white hair and heavily bleached of pigments needed to achieve the desired color base and avoid unpleasant color changes.

To rebuild the bottoms of bleaching is recommended to use warm tones of colors (with golden and copper reflexes)

When pre-pigment:
• to darken three or more tones of already colored hair
• Coloring hair very exploited (eg, very lightened, with meches or bleached)
• to prevent the color change ashes "green"

How to recolor?
The bleached hair or very blond have been deprived of warm pigments.

It's necessary to re-add these tones before coloring the hair, making sure that the color absorbs evenly to avoid tones off or too ash. The shades necessary are Personal Color with golden reflections (x.3) copper (x.4) copper-golden (X.34)

Proceedings; mix the pre-pigment shades with a bit of water to obtain a cream easy to use and apply with a brush on the lengths and ends, if there are white hairs also in roots. Cure the distribution of the product massaging with the fingers, protected by gloves, in order to help the maximum penetration of the product into the hair.

The choice of shades:
In the simplest cases can be chosen a shade a tone lighter of what is to be applied as a final color.

Examples:
desired color 7.0
Pre-pigment with: 80% 8.3-20% + 8.4 adding water.
Apply the Personal Color shade 7.0 mixed with oxidant at 20 vol. on roots / lengths and ends. Leave on for about 30 minutes.
Desired color 6.6
Pre-pigment with: 7.4 + water.
Apply the Personal Color shade 6.6 mixed with oxidant at 20 vol. on roots / lengths and ends. Leave on for about 30 minutes.

NB: More the hair is more porous refuses pigments warm, while absorb the cooling ash tone.
Healthy hair absorb the warm ash and refuse.
The pre-pigmentation is necessary when the white hairs are highly concentrated at the points (temples and forehead).
Natural hair color dark blonde (6)
• aureole of white hair 80%
• desired result dark golden blond (6.3)
Apply the pure color a shade lighter (7.3) directly on the areas concerned.
Apply the chosen shade mixed with oxidant at 20 vol. being careful to apply enough product without being influenced by the color already present.
For very sensitized hair I recommend using:
Color Foam especially the shade 7.46 (corresponds to a golden copper)
Direct Color shades: gold, copper and apricot.
The re-pigmentation

Technique that has the function to restore the color that has lost tone and reflex. The reason why the hair release the color is the exploitation.
To use products that increase the sensitization is contraindicated.
The treatment Personal Color direct coloring restores tone and reflex to the hair improving the hair structure.
After the shampoo dab the hair with a towel and apply the chosen shade leave on 10/20 minutes, rinse and proceed as usual.
In support of this service are also indicated Color Foam and Color Jelly.
For the use of Personal Color prepare the shades used to color the hair with a part of oxidant one part water one part of bran mousse.
The client diagnosis

Before proceeding to the technical diagnosis, the client diagnosis must be performed. This step proves necessary for the success of any color service. Here are some examples of arguments to deal with every client who wants the color service:

- As the client imagines the final result through the color chart.
- Consider whether it is a reachable result.
- Make available all the chemical information on the products.
- Make sure as the customer intends to maintain the color over time.
- Preliminary tests of sensitivity.

The technical diagnosis

The technical diagnosis of the state of the hair is a defining moment for the success of any coloration. Through a good diagnosis, we are able to collect all the information necessary to achieve a good color service.

The information to be obtained are:

The nature of the hair

There are a hair more or less thick depending on the genetic character and physiological. Thick hair are colored with difficulty, therefore, in some cases, you must perform a mordanting: on the contrary fine hair generally porous, are easy to color and absorb more easily the color than the hair not porous.

The natural color

It's necessary to determine the natural color of the customer. This allows you to choose the nuance and hydrogen peroxide right to achieve the desired character.

The percentage of white hair at the front of the head

Allow to:
- Choose the hydrogen peroxide and color personal color to even out the final color.
- Predict the most appropriate develop time.
- Evaluate if is necessary a mordant (in case of glassy hair)
- The general rule is to use at least one oxy water at 20 vol. to obtain a good coverage.

The height of tone of lengths and tips

Allows you to choose the right shade and oxygen to achieve the desired color.

The height of tone of the desired color

Allows to determine the method of application.
- Allows you to choose the intensity of the tone and reflection required by the the client
- Choose the necessary oxygen.
For a complete diagnosis we recommend the below form for each color service.

**Personal Color**

TECHNICAL DIAGNOSIS IN SALON

DATE:  
STYLIST:  

Product information
N° Color Applied:  
Dilution ratio:  grams =  
Peroxide volume:  grams =  

Application time on the roots : with heat source:  without heat source:  
Application time on the lengths: with heat source:  without heat source:  
Heat source used:  
Total time:  
Shampoo used:  

Client Information
Name:  Phone:  

Natural Color N° (height of tone roots):  
Artificial Color N° (color on the remaining lengths):  
Result to be achieved:  

Percentage of white hair:  
Forehead  few (0-50%)  medium (50-70%)  many (70-100%)  
Neck:  few (0-50%)  medium (50-70%)  many (70-100%)  

Effected services:  none  permanent-highlights-straighten  semi permanent color - permanent color  

Hair nature:  resistant  normal  porous  
Hair diameter:  thick  normal  thin  
Hair status:  shiny fat  dry  natural wavy  split ends  
vitreous
The consultation

It is possible that a customer doesn’t like a beautiful color? Sure!

Before choosing a color check through all the media to have understood well the desired color of the client.

Color chart, pictures of magazines targeted questions help us to avoid unpleasant inconveniences.

The color is something subjective and highly emotional.

What that technically a hairdresser identifies as a warm color the customer sees it red.
The comparison with the customer, clarity of purposes, the real possibility of being able to achieve the desired color, are critical to not disappoint the expectations.
The analysis consists of hair and face.

The face: her complexion, shape, color of eyes.

The hair: current color, the natural bottom, the bottom of bleaching, its structure (medium thin thick), the percentage of white hair.

Dry hair, weak fat, etc., any treatments.

Le precedenti esperienze di colore della cliente.

For the first coloration perform a preliminary sensitivity and allergies test.
The “Direct Color” Personal Color is a temporary coloring, ready for use available in 18 beautiful shades: 6 natural colors, 3 grays, 5 fashion and 4 fantasy. Its formula, enriched with pure pigments that even out perfectly, faded and porous ends, and proteins that perform a restructuring action leaving hair strong and shiny, is also completely free of ammonia and metallic pigments. Its gelatinous texture does not drip and is easy to apply, resists 4-5 shampoos and is compatible with all technical services.

Benefits

- It does not contain alkaline substances (ammonia)
- Covers white hair
- Apply tone of on tone
- Enhances the natural color of hair
- Tone hair color after permanent or straightening
- Brightens highlights and mechès
- Makes hair soft and shiny

How to Use Personal Color Direct Color:

- Make a correct diagnosis
- Determine the porosity of the hair
- Before applying the direct color proceed with the shampoo for frequent washing CS line
- Dab good the excess of water
- Applying on the hair the stabilizer of pH of CS line, to have a uniform porosity of the hair
- Apply the color with the brush being careful not to stain the skin
- Leave on for 5 to 30 min. according to the porosity of the hair or to the desired color intensity
- Emulsify and rinse thoroughly, then make a shampoo Dopolocolore Personal Color
ANTIYELLOW SHAMPOO

It's a revolutionary product that, thanks to its pigment has the power to remove unwanted and unaesthetic yellowish color changes present on white hair and in some cases after coloring. Thanks to its special formulation based on a protein complex restores and makes hair silky.
**Personal Dekap**

**COLOR TOTAL OR PARTIAL CORRECTOR**

**What is it:** decolouring treatment for coloured hair, ammonia-free

**What is for:** frees the hair from the existing artificial colour.
It just bleaches the artificial pigments respecting the natural ones.
Ideal treatment to remove unwanted reflections, overloaded of colour.

**Benefits:** Change colour without affecting the natural pigment (growth) or attacking the part oxidized (coloured hair), leaving the hair soft and without damage.

**How to use:** mix in equal parts 1 + 2. Apply to dry hair, cover with a plastic shower cap and leave on for 5/20 minutes under a heat source. Rinse thoroughly, make a shampoo and apply on a lock the sweet detector to verify that all the artificial pigments have been removed (in case the old colour reappears, repeat the application). Dry and apply the new colour.

**Tips to optimize the results:**

Personal Dekap is a product of great support for the colourists. Remove the colour without attacking the hair, with 1 or 2 application the old oxidising colour (each application decolour 2/3 tones).
Ideal for eliminating an unwanted reflection or decrease the intensity.
For a wash of colour. Not decolour direct colors and tone on tone.

**TOTAL CORRECTION:** begin the application on dry hair from the nape to the top, so as you reach the desired tone can rinse the hair and leave the rest of the product only where needed.

**PARTIAL CORRECTION:** if a colour looks too dark and want to lighten the tone, apply on damp hair the Personal Dekap. Cover with a shower cap and leave on for 5/10 minutes. When reached the height of one wanted rinse and make a shampoo. Prior to application analyzes in detail the state of the colour present and the hair quality. A naturally porous hair releases the colour faster. Special attention to customers that dye the hair at home, often the colour *do it yourself* is associated with **metal salts**, which create an appearance of healthy hair and compact but inside they are fragile.
In such cases avoids the heat and continuously monitors the evolution of bleaching. Again for customers that dye the hair at home, the colouring is not uniform, it may present a greater concentration on the front area. In this case apply Personal Color from the front area.

After the dekap, the color toning, the develop times should be halved.
Personal Color  Bleaching Powder

Bleaching Powder in powder, latest generation, non-volatile, enriched with high quality ingredients, suitable for all types of bleaching.
"Special formula does not swell, does not drip, does not heat." Ideal for any application technique. In occlusion or freehand.

The bleaching Personal Color, thanks to its blue-violet pigments, is able to carry out bleaching avoiding undesirable yellow-orange color changes. In addition to its formula enriched with minerals and moisturizers, it fully respects the structure of the hair, improving shine.

When using Personal Color bleaching powder
- For Mèches
- Highlights
- To remove the artificial pigment (Dekap)

How to use the Personal Color bleaching

Make a correct diagnosis
Use the appropriate measuring cup, which is inside the box, mix in a metal bowl with 1 tablespoon of bleach powder 2 tablespoons of oxidant emulsion
Oxidizing emulsion 10 vol. for bleaching up to 2 tones
Oxidizing emulsion 20 vol. for bleaching up to 3 shades
Oxidizing emulsion 30 vol. for bleaching up to 4/5 tones
Oxidizing emulsion 40 vol. for bleaching more than 5 tones

The develop time may vary depending on the hair, however, after 45 minutes, for a further bleaching, remove the mixture in excess with a towel, without rinsing and apply a new mix with emulsion below the previous oxidant used.
Example: first application of 40 vol., second application 30 vol.
Rinse and do the shampoo and tone.
White and Blue Bleaching Cream
Bleaching Cream

**What is it:** it's a perfumed bleaching cream formulated with more than 20 emollient and nourishing substances that guarantee a constant hydration to the hair avoiding unpleasant results of drying and weakening of the hair, irritation or sensitization of the scalp. The blue mixture prevents yellow-orange color changes.

**What is for:** for all kinds of discoloration "low medium high".

**Ideal for:** bleaching natural and coloured hair
Highlights, meches, Balayages, decapage
For application on root "it is recommended the application of the Bio Restore Tonico Dermocalmante and mixture of the 20 volumes oxidant emulsion"

**How to use:**
Mix in a no metallic bowl 30 gr. of Bleaching Cream with 45/60 gr. of oxidant emulsion.
- for low bleaching 2 tones: mix with oxy 10 or 20 vol. leave on 15/20 minutes
- for low bleaching 3 / 4 tones: mix with oxy 20 or 30 vol. leave on 25 / 35 minutes
- for low bleaching 5 / 6 tones: mix with oxy 30 or 40 vol. leave on 40 / 50 minutes

**Tips to optimize the results:**
- For strong bleaching mix 30 gr. of bleaching with 45 gr. of oxidant emulsion 30 / 40 vol.
- If after the exposure time you haven't reached the color desired remove with a comb the bleach without rinsing and add a new mixture.
- Use a heat just in extreme cases (dehydration of the hair increases).
- For bleaching on the roots do not use any heat source.
- For total bleaching apply the product first on the lengths and tips, leave on for 45 minutes, prepare a new mixture for the roots and apply it leaving it on for about 30 minutes.
- To wash off a color or to remove an unwanted reflex mix 30 gr. of bleaching cream 30 gr. of oxidant 20 vol. add 100 gr. of hot water.
- It may cause allergic reaction. apply on the roots just in case the scalp is healthy and always after an allergic preliminary test.

**Active ingredients:**
Potassium persulfate/Ammonium persulfate, Paraffinum liquidum, Guar hydroxypropyltrimonium chloride, Hydrolyzed Silk.
**Color Foam**
**Color treatment**

**What is it :** Ammonia Free permanent Coloring

**What is for :** Ammonia Free permanent Coloring in mousse. Its formulation is an harmony of natural products among which stand out the white tea and vegetable proteins that provide vibrant colors and full coverage of white hair.

**Benefits :** Its soft texture allows a easy and deep distribution allowing results of bright and even colors and hair smooth to the touch.

**How to use :** Mix the color foam with its activator in a proportion of 1 : 1.5, apply and leave on for 20 / 30 minutes.

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**Tips to optimize the results:**

Shake always the can well before use and place it vertically when dispensing.

For the mixing using large bowl "as soon as dispensed the product takes a lot of volume". Always use the scale.

In the distribution on the roots, always use larger separations then a traditional Coloration, the foam penetrates better and overall an excess of product may cause unpleasant drippings on the face.

During the application take the opportunity to make participate the customer of the quality of the product and its principles, will appreciate more the result and will have subjects to discuss with friends.
Color Jelly
Direct Color Treatment

What is it: direct coloring treatment.
What is for: Ammonia Free semi-permanent Coloring without oxidant agents, rich in natural active principles that take care of the hair; refill the hair of color and turns on the reflections off 10 attractive nuances, ideal for those who like to change often their look.
Benefits: tone on tone coloring with bright reflections, nourished hair; healthy and smooth to the touch.
How to use: apply the coloring mask with a brush on wet and towel dried hair.
Leave on for about 5 / 30 minutes according to the desired result, rinse and perform a Color jelly Shampoo, which gently cleanses residues and continue to enrich the hair with coloring pigments which are inside it
Tips to optimize the results:
Before the application make a shampoo to eliminate impurities and residues of products.
Exposure times vary depending on the hair porosity and intansity of the color desired.
5/10 minutes on porous hair, to refill a color or to turn on a faded reflection.
For intense reflexes: wash and dry thoroughly, apply the color lock by lock by depositing a generous amount of product leave on 30 minutes.
Rinse and proceed with drying.
Start the application from the nape towards the top, on the front the hair are more sensitized and the product absorbs first.

The result!
Farewell to uniform and dull colors
Hair full of reflexes deeply nourished and soft to the touch thanks to presence of functional substances such as:
Fruit Acids, Sweet Almond Oil and Green Tea.
MAJOR GROUP SRL
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Zona Industriale Loc. Aeroporto I/B

Sede Amministrativa: S.S. 18 KM 443+290 89851 VENA DI JONADI (VV)

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