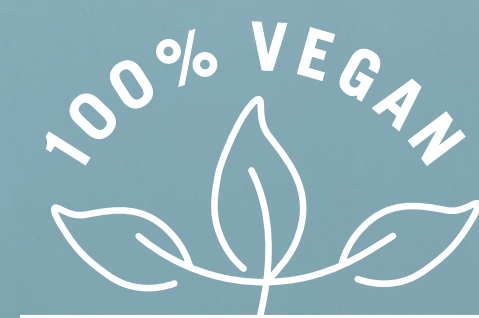


PAUL MITCHELL
COLOR
XG
Permanent cream hair color

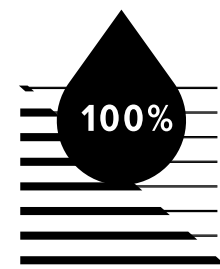
COVERSMART
COMPLETE GRAY COVERAGE



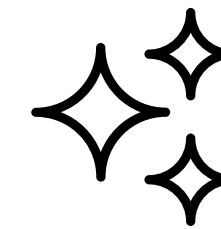
PAUL MITCHELL. PROFESSIONAL HAIR COLOR

A SMARTER WAY TO COVER GREY

Cover grey your way with Color XG® CoverSmart. These natural-looking shades are a stylist's secret weapon, providing a pick-and-put option to take on stubborn greys and leaving guests with beautiful end results.



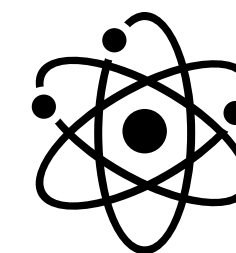
Dedicated series for 100% coverage on grey or resistant white hair



Formulated with soothing ingredients, such as cottonseed oil and rice milk, for shinier, healthier hair



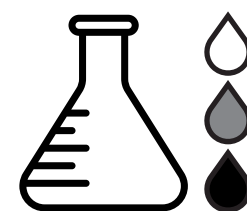
17 new 100% vegan shades



DYESMART® System ensures maximum colour penetration, deposit of colour, and greater longevity



High-quality European formula



Opaque, easy-to-formulate shades that are highly pigmented

SMART TIPS FOR GREY COVERAGE

Color XG® CoverSmart shades are your go-to for perfect grey coverage and end results your guests will love. Incorporate these ideas into your services to make those retouch visits a huge success.



2

HELP BETWEEN VISITS

Can your grey coverage guest only visit you every six weeks, when her high-percentage grey should be retouched every three to four weeks? If your guest can't come in more often, offer some ideas on how to cope a couple more weeks without you. Show them how to wear different parts that might disguise their grow-out, or perhaps some new bangs could distract the eye away from the grey. Headbands, hair scarves, up-styles and more—there are many tricks we can teach our guests to manage those tough weeks when the grow-out is apparent.

3

HIT REFRESH

Whether it's an additional charge on your menu or included in the service, don't let your guest leave with just her base touched up. If the ends are thirsty, dry, faded or processed, include a demi-permanent refresh while their CoverSmart formula processes to leave your guest's hair pampered and revitalised. Reach for Crema XG™ for an opaque, perfectly shade-matched pairing or The Demi for dimension and shine—there are many options to suit every guest and need.

1

SAY HI TO HIGHLIGHTS

Do your guests want their high-percentage grey covered and want their grow-out to be less obvious? Offer a highlight service every few visits or at the same time as their CoverSmart retouch. Incorporating lighter dimension near the new growth will make the grow-out less noticeable, and thanks to the natural-looking results from CoverSmart, you'll only have to touch up the highlights as needed.



COOL MAPLE



MODEL:
KATRINA
ARTIST:
COLIN CARUSO

@colincaruso

GREY PERCENTAGE:
100% GREY ALL OVER

PROCESSING TIME:
35 MINUTES

FORMULA 1:

	+	
Color XG® CoverSmart 1 oz. (30 ml/g) 66BA (66/71)		30 volume Paul Mitchell® Cream Developer 1 oz. (30 ml/g)

FORMULA 2:

	+	
Color XG® CoverSmart 1 oz. (30 ml/g) 66NN (66/00)		20 volume Paul Mitchell® Cream Developer 1 oz. (30 ml/g)



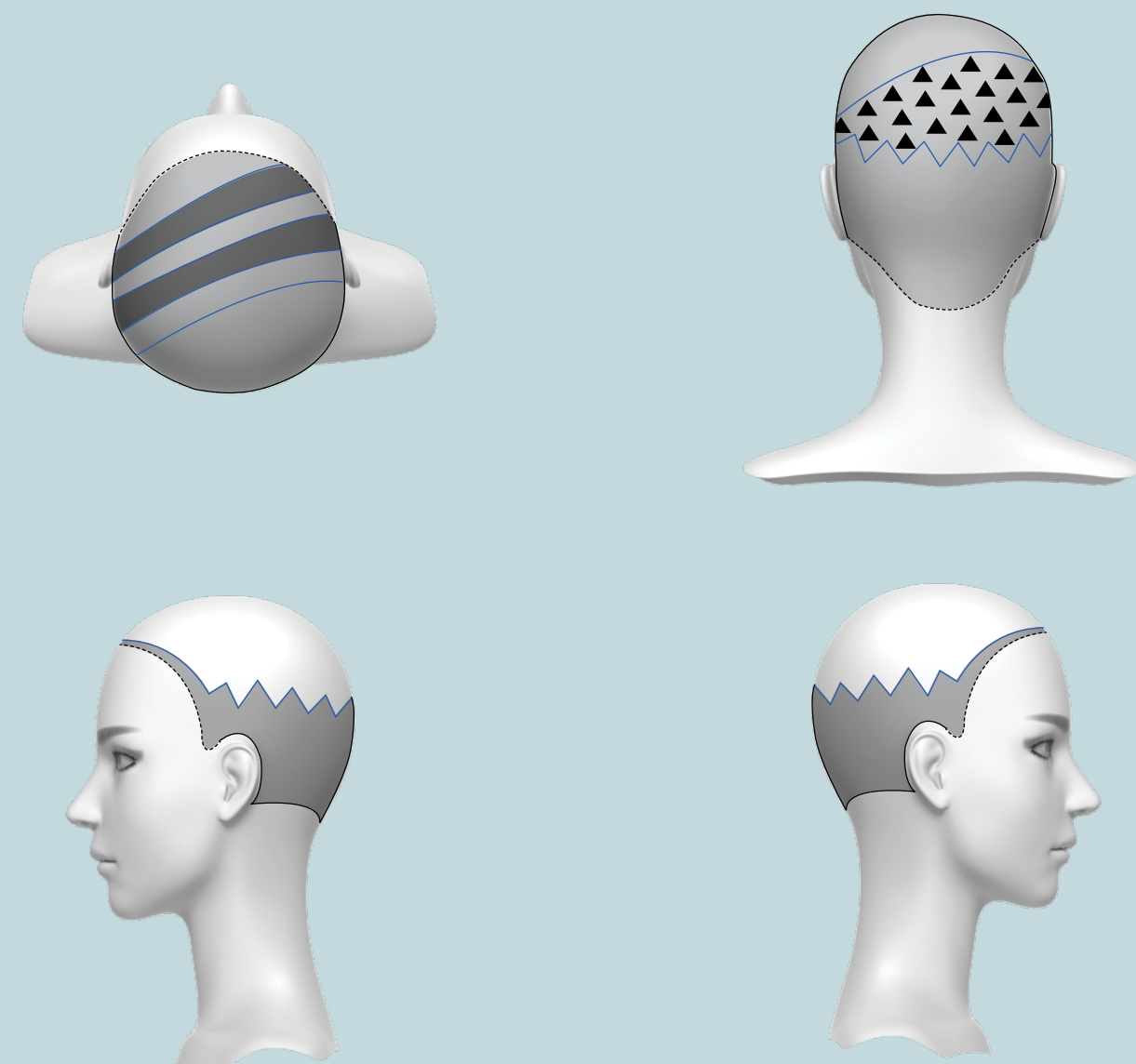
TECHNICAL SUPPORT: 1300 365 350

COOL MAPLE TECHNIQUE STEPS

1 Using an organic zigzag section, alternate formulas 1 and 2 around the head. This will create dimension and subtle contrast of tones with full grey/white coverage.

2 Process for 35 minutes, rinse and shampoo with Paul Mitchell® Color Protect® Post Colour Shampoo followed by your recommended conditioner.

Note: The artist made a creative decision to use 30 volume Cream Developer with this formula.





COVERSMART
COMPLETE GRAY COVERAGE



FAQ

We've compiled the most frequently asked questions to help colorists succeed using CoverSmart, a dedicated grey coverage series from Color XG®.

1. Why did Paul Mitchell® add CoverSmart to the Color XG® permanent colour line?

The challenge for hair with a high percentage of grey or resistant grey is that it lacks natural melanin. CoverSmart shades contain an extra dose of background colour and/or tone to completely cover resistant hair or hair that's more than 50% grey. With CoverSmart, we can offer salons easy solutions for high-volume services with pre-blended shades that provide incredible results without requiring a lot of intermixing.

2. Who are CoverSmart shades right for?

CoverSmart shades are specifically formulated for clients who have hair that is over 50% grey or highly resistant grey and want complete coverage with shiny, multi-dimensional results.

3. Who is best suited for CoverSmart COPPER, RED or NATURAL GOLD shades?

CoverSmart C, R and NG are for women who experience insufficient grey coverage when they want a more vibrant fashion shade, and they do not want results which appear too brown for their taste.

4. Why are CoverSmart shades designated with a double number for the level?

Double numbers are used to designate extra coverage and an extra dose of background colour and/or tone, so the user knows they are selecting a specialty shade for gray coverage. All CoverSmart shades will perform on the darker side of their respective levels.

5. Can I use CoverSmart as a stand-alone shade?

Yes. Each shade is formulated with a balance of dyes that offers complete coverage on hair that is over 50% grey or highly resistant. CoverSmart also contains an extra dose of background colour and/or tone to provide the coverage and depth that is necessary for a balanced, covered result at every level. Because of this, there is no need to intermix these shades with standard Color XG® shades.

Additionally, if you mix Color XG® standard shades with CoverSmart, the extra dose of background colour and/or tone will be diluted, which diminishes grey coverage.

6. How many shades are included and in what tonal series?

CoverSmart consists of 17 shades in five tonal families. Here is some information about each family:

7. Does CoverSmart contain PPD?

Yes. It is recommended to perform an allergy test prior to any colour service, especially for sensitive guests.

8. I see the term “multi-dimensional” used to describe the finished result of Color XG® and CoverSmart. What does that mean?

The entire Color XG® line was created to deliver a finished colour result that can be described as multi-dimensional. This means there are inherent tonal highs and lows within the nuance of each shade, not just “one note.” It's as if there are micro strands of various colors that contribute to a dynamic, multi-faceted reflect, which creates a modern result. This is in contrast to traditional opaque colour results, which often appear one-dimensional, solid or heavy.

9. What developer do I use with CoverSmart?

The standard developer to use with CoverSmart is 20 volume Paul Mitchell® Cream Developer. It is not recommended to use anything higher than 20 volume. It isn't necessary and it may prevent maximum deposit on resistant grey.

10. Is the processing time for CoverSmart like other permanent hair coloring products that are specifically formulated for gray coverage?

Yes. The standard processing time for permanent colour mixed with 20 volume developer is 35 minutes. It is common practice to increase the processing time by 10 minutes to achieve maximum grey coverage. However, you may not find this necessary. In most cases, 35 minutes of processing time is sufficient.

11. When would I intermix Color XG® standard shades with CoverSmart?

Generally, use CoverSmart as a stand-alone shade. If a specific, customized color is desired (such as a violet), follow these intermixing guidelines, depending on the percentage of gray you are working with.

12. What shades are included in the CoverSmart series?

NN <small>NATURAL NATURAL</small>	NG <small>NATURAL GOLD</small>	C <small>COPPER</small>	R <small>RED</small>	BA <small>BROWN ASH</small>
/00	/03	/34	/4	/71
BROWN TO TAN		NO BACKGROUND COLOUR		BLACK TO GREY
COOL GOLD	GOLD	COPPER	RED	SOFT ASH
99NN 99/00	99NG 99/03			
88NN 88/00				88BA 88/71
77NN 77/00	77NG 77/03	77C 77/34		
66NN 66/00			66R 66/4	66BA 66/71
55NN 55/00	55NG 55/03	55C 55/34		
44NN 44/00			44R 44/4	44BA 44/71
33NN 33/00				

% OF GRAY/WHITE HAIR	COLOR XG®		COVERSMART
	N, NN, NB	OTHER SHADE	STAND-ALONE SHADE
75-100%	1 ¼ oz. (52.5 ml)	¼ oz. (7.5 ml)	2 oz. (60 ml)
50-75%	1 ½ oz. (45 ml)	½ oz. (15 ml)	2 oz. (60 ml)
25-50%	1 oz. (30 ml)	1 oz. (30 ml)	Not recommended
Up to 25%	¾ oz. (7.5 ml)	1 ¾ oz. (52.5 ml)	Not recommended

FAQ

BROWN ASH/BA

The BROWN ASH (BA/71) family contains an extra dose of black-to-grey background colour and a soft ash tone which helps to control warmth while lifting. Choose these shades to achieve beautiful, balanced blondes and brunette. Coverage is complete and results are never flat or unnaturally cool. Available in levels 4, 6 and 8.



13. What results can I expect from CoverSmart RED R/4 or COPPER C/34 shades?

You can expect complete grey coverage with vibrant, cool red or striking, warm copper tones. These shades are specifically formulated with an extra dose of tone and provide grey coverage without having to intermix for vibrancy. Results are hearty, not "hot" or "hollow" on the root area.

14. How do you compare the background colour of CoverSmart shades with Color XG® standard shades?

Illustrates Brown-to-Tan Background Colour at a Level 5



NATURAL NATURAL/NN

The NATURAL NATURAL (NN/00) family contains an extra dose of brown-to-tan background colour with a slight cool, golden tone. This versatile series includes levels 3-9 and can be used as stand-alone shades to achieve natural-looking results. Or, it can also be added into CoverSmart R, C or NG series to soften tonal intensity without compromising coverage.



NATURAL GOLD/NG

The NATURAL GOLD (NG/03) family is uniquely formulated with an extra dose of both (gold) and brown-to-tan background colour. Use it to achieve refined golden, butterscotch and honey-toned brown to blonde results with complete coverage. Available in levels 5, 7 and 9.



COPPER/C

The COPPER (C/34) family is formulated with an extra dose of copper tone and no background colour. The additional tone helps to deliver deep, warm copper results without the need to intermix to achieve vibrant coverage. Available in levels 5 and 7, use it for fashion-forward guests who want striking copper hair color.



RED/R

The RED (R/4) family contains an extra dose of red tone and no background colour. A cool red that is perfect as a stand-alone shade on hair that is over 50% grey. Available in levels 4 and 6, R's can be mixed with each other to create a rich level 5 shade without altering tonality. Use it for guests who appreciate complete coverage that is multi-dimensional and can never be too red.



COVERSMART
COMPLETE GRAY COVERAGE



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COLOR
XG
Permanent cream hair color

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& ENQUIRIES

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