

## Mixing ratio 1:1

PROCESSING TIME		
Toning	3-10 minutes	10 vol. (3%) / Demi Effect (2.6%)
Tone on tone or darker	30 minutes	20 vol. (6%)
Colour balancing*	30 minutes	20 vol. (6%)
	20 minutes	Demi Effect (2.6%)
White hair coverage	30-45 minutes	20 vol. (6%)
White blending (up to 30%)	30-35 minutes	10 vol. (3%) / Demi Effect (2.6%)
1 level of lift	35 minutes	20 vol. (6%)
2 levels of lift	40 minutes	20 vol. (6%)
3 levels of lift	45 minutes	30 vol. (9%)
4 levels of lift	60 minutes	40 vol. (12%)
5 levels of lift	60 minutes	40 vol. (12%)

\* For maximum longevity use 20 volume (6%) developer.

**Tip:** Porosity varies from person to person, use table as a guideline only. For 44/KK, 55/RR, 444/KKK, 556/RRV and 66/VV the processing time is 40 minutes.

## White hair coverage

- For optimal white hair coverage, use a level 8 or darker.
- For resistant white hair, use a 30 vol. (9%) developer, 45 minutes is the minimum processing time.
- Fashion shades do not cover white hair. For coverage, intermix with a shade from one of the following white hair coverage series:

SERIES	TONE DIRECTION	
Neutral	Neutral	100% white coverage series
Intense Neutral	Intense Neutral	
18/AB	Cool	
318/GAB	Cool natural	
8/B	Warm	
34/GK	Warmest	
11/AA	Cool ash	25% white coverage series
31/GA	Cool beige	

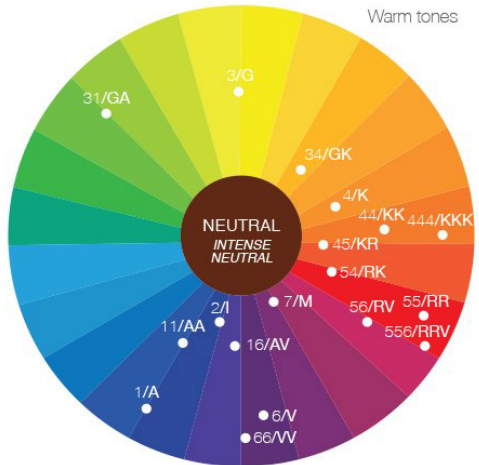
## Pure Blondes:

### Mixing 1:2

- Recommended 30 vol. (9%) developer or 40 vol. (12%) developer.
- Recommended on natural levels 6 and lighter.
- Processing time is up to 60 minutes.

After all colour services, follow with Calura Moisture Balance Cleanser and Colour Lock for maximum longevity.

## Colour wheel



Cool tones

\*8/B Brown  
\*32/GI Beige  
\*318/GAB Cool Brown  
\*18/AB Ash Brown

## Natural levels

10- Very pale blonde
9- Very light blonde
8- Light blonde
7- Medium blonde
6- Dark blonde
5- Light brown
4- Medium brown
3- Dark brown
2- Very dark brown
1- Black

## Underlying pigments

Extra pale yellow
Pale yellow
Yellow
Yellow-orange
Orange
Orange-red
Red-orange
Red
Red-brown
Dark red-brown