

oligo
PROFESSIONNEL

CALURA 
TECHNICAL MANUAL

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TECHNICAL FEATURES

Exothermic Technology

The **Calura** exothermic system is an innovative technology that was designed to maximize dye penetration and minimize hair damage. Each shade was formulated to generate a specific increase in temperature to achieve desired results. The temperature increase varies from about +4°C (+7°F) to about +11°C (+19°F), opening the cuticle gently ensuring optimal dye penetration. As a bonus, this heat allows a thorough penetration of the certified organic essences and keratin found in **Calura's** unique formula.

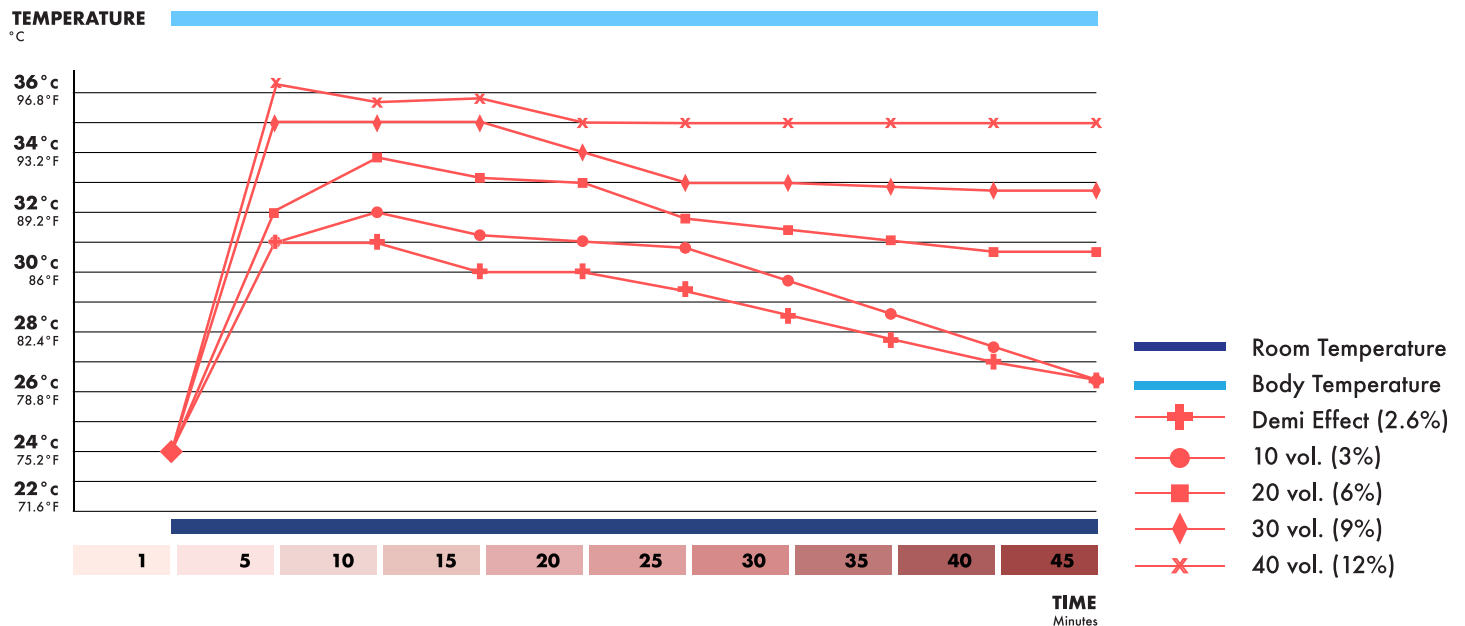
The outcome is unparalleled and radiant shine!

Benefits:

- Offers 100% white hair coverage, even in the case of resistant white hair
- Allows gentle lift of up-to 5 levels
- Offers superior dye penetration for uniform results
- Offers superior conditioning of the hair
- Provides a pleasant temperature on the scalp when being applied

TEMPERATURE VS. TIME

6 Neutral



BENEFITS



Ammonia & PPD Free

The era of ammonia based colour is coming to an end. The lingering unpleasant smell ammonia produces in salons is a thing of the past. Now your salon can offer an agreeable, safe and comfortable environment for an all around positive client experience.

Calura offers unparalleled vibrancy and a reduction in alkaline forces thanks to its exothermic technology.

In addition, it is PPD* free! PPD* is a chemical compound found in most permanent hair colours; it can cause mild to severe allergic reactions.

*PPD = *p*-Phenylenediamine

Benefits:

- Superior shine and conditioning
- Superior scalp comfort
- Pleasant fragrance and better air quality resulting in a healthier salon environment

Pure Certified Organic Essences

The purest organic essences have been carefully selected to be included in **Calura's** unique formula. These essences have been chosen for their known benefits to the hair and scalp. They are USDA certified ensuring that they are free of contaminants (pesticides, herbicides, solvents).

Additionally, organic agriculture farming methods were used to grow and extract these essences, thus respecting the environment and promoting fair relationships and a good quality of life for all involved.



Organic Avocado Oil

Natural properties protect against free radicals. Treats the hair fiber. Properties of hydration and porosity equalizer.



Organic Pomegranate Seed Oil

Antioxidant that helps distribute the pigments uniformly within the cortex. Contributes to the longevity of colour and provides ultimate shine.



Organic Evening Primrose Oil

Protects the hair and scalp. Helps keep moisture inside the cortex.



Organic Shea Butter

Anti-inflammatory and antibacterial. Improves shine and overall appearance of hair. Protects hair against hot styling tools and chemical treatments.

Keratin

Hair is constantly exposed to the aggressive elements of the environment; pollution, exposure to sunlight, chemical treatments and mechanical manipulation are all causes of dull and dry hair, making it more vulnerable to further damage.

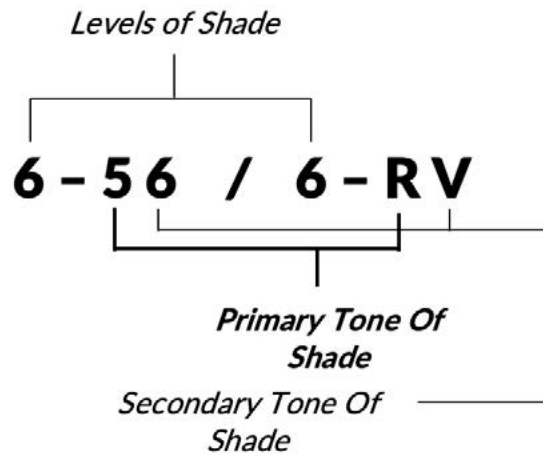
The keratin included in **Calura's** formula is solely derived from a protein contained in wool from New Zealand. This keratin, of the highest quality, protects the hair's own natural keratin as well as provides antioxidants that protect it from environmental elements.

" The result is healthy, shiny and strong hair. "



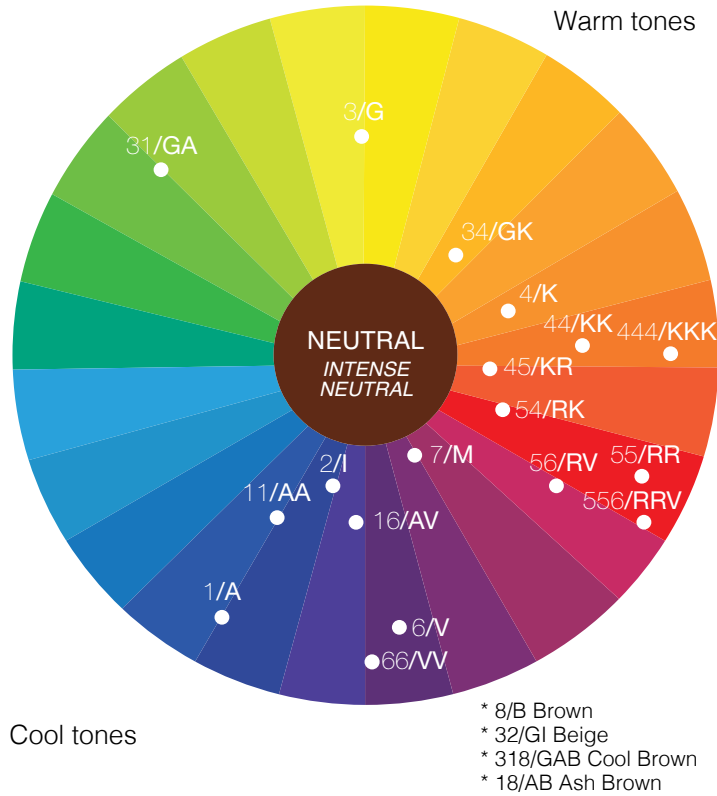
CALURA TONE GUIDE

Calura offers a dual coding system to facilitate colour identification. Letters or numbers can be used based on your preference.



TONES	BASE
Neutral	Blue / Red / Yellow
-1 / A	Blue
-2 / I	Blue / Violet
-3 / G	Yellow
-4 / K	Orange
-5 / R	Red
-6 / V	Violet
-7 / M	Red / Violet / Brown
-8 / B	Red / Orange / Blue

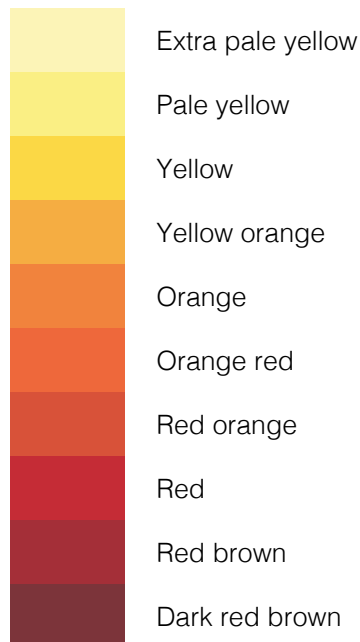
CALURA COLOUR WHEEL



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



Underlying Pigmentation

Underlying pigmentation will be exposed once lifting natural hair colour.

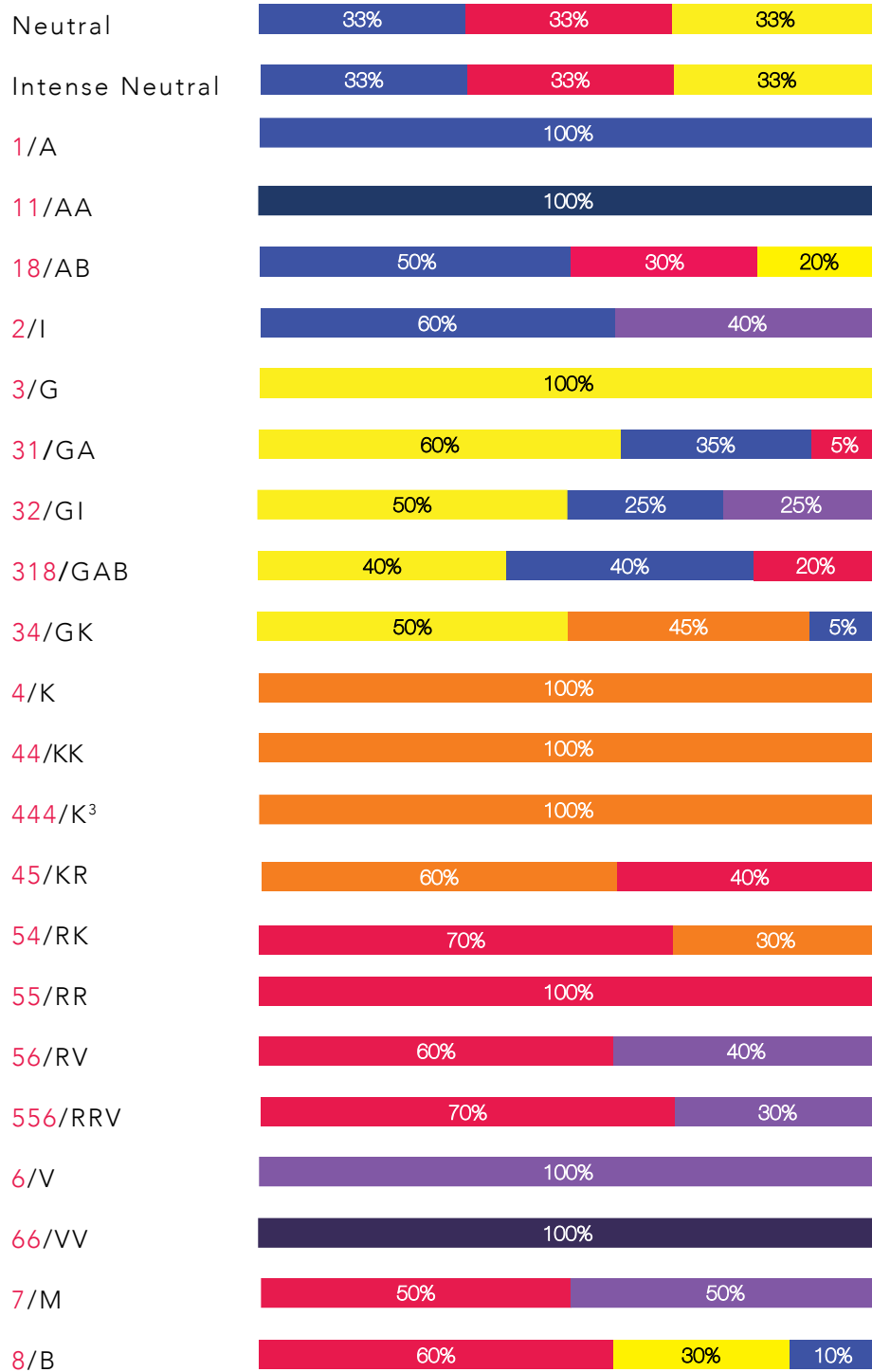
To enhance underlying pigmentation, use warm shades and / or the intensifiers. To control or reduce underlying warmth, cool shades and / or the neutralizers are recommended.

Question

What does underlying pigment mean?

Underlying pigmentation contributes to final hair colour results. When lifting natural hair colour, consider enhancing, neutralizing or balancing underlying pigmentation in order to obtain the desired end results.

CALURA SHADE SERIES



DEVELOPERS

STRENGTH	USAGE
Demi effect Developer Lotion (2.6%)	<ul style="list-style-type: none"> • Tone and Pastels • Full application or colour balancing midlengths/ends • Corrective pre-colour
10 Volume (3%)	<ul style="list-style-type: none"> • Tone and Pastels • Full application or colour balancing midlengths/ends
20 Volume (6%)	<ul style="list-style-type: none"> • Tone-on-tone deposit or darker • Lift 1 to 2 levels • White hair coverage • Colour balancing midlengths/ends (max. longevity)
30 Volume (9%)	<ul style="list-style-type: none"> • Lift 3 levels • Resistant white hair • White hair coverage
40 Volume (12%)	<ul style="list-style-type: none"> • Lift 4 • Lift 5 levels (Pure Blonde series)

Processing Time

Processing time varies from person to person. Use the following processing times only as guidelines.

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	50 minutes	40 vol. (12%)
5 levels of lift	60 minutes	40 vol. (12%)

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

Other points to consider

- Use a 20 volume (6%) developer for maximum longevity.
- For optimal white coverage, do not use a shade with a level lighter than an 8.
- For resistant white hair, use a 30 vol. (9%) and process for a minimum of 45 minutes.
- 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.



Mixing Ratio

Mixing 1:1

The ratio for all shades levels 1 to 10, clear, creative and corrective series is 1:1.

Pure Blonde
Mixing 1:2

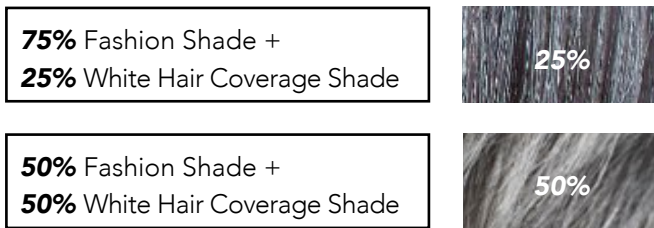
The ratio for Pure Blonde shades (12 series) is 1:2 with a recommended processing time of up to 60 minutes.

WHITE HAIR COVERAGE

Calura offers a choice of 6 white hair coverage series. With its unique technology, **Calura** allows for 100% white hair coverage, even on resistant white hair, in an ammonia-free environment. Each series was formulated to meet a specific need and achieve a unique result. These shades can be used alone, mixed with each other or with a fashion shade.



Recommended mixing ratios



Achieving 100 % coverage with white hair

- Fashion shades do not cover white hair and must be mixed with a shade of similar level from any of the white hair coverage series
- Determine appropriate white hair coverage shade to either enhance, neutralize or control underlying pigmentation
- For optimal white coverage do not use a shade with a level lighter than 8 and process for a minimum of 35-45 minutes
- For resistant or coarse hair, use a 30 vol. (9%) developer and process 45 minutes

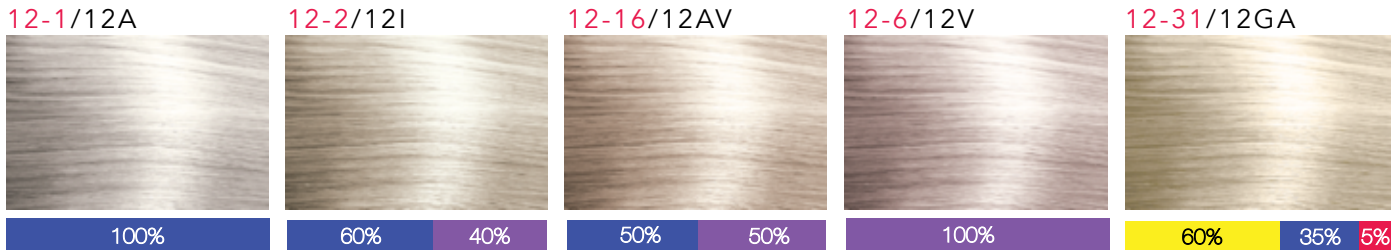
Intense Shades

Calura offers 5 intense series: -44/KK, -444/KKK, -55/RR, -556/RRV and -66/VV. These series were formulated to offer maximum vibrancy, superior shine and longer lasting results. Processing time for these shades are 40 minutes without white hair and 45 minutes with white hair. **For white hair coverage, it is recommended to intermix Calura intense shades with one of the white hair coverage series below.**

- 318/GAB to control warm results
- 34/GK to enhance warm results
- 8/B to maintain warm results and depth

PURE BLONDE SHADES

Calura Pure Blonde shades are formulated for maximum lifting and toning on **natural** hair.



Mixing Ratio 1:2 (1 part Pure Blonde shade to 2 Parts Developer)

- 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.*

Virgin Application

Apply Calura Pure Blonde shade to midlengths and ends first. Cover the hair with a plastic cap and process for 15 to 20 minutes until lifting is observed. Prepare a fresh mix and apply to new growth area. Process for up to 60 minutes. ** Timing may vary due to length. ex: short hair 15 to 20 minutes, shoulder length or longer 20 to 30 minutes*

New Growth Application

Apply to new growth only. Avoid overlapping. Process for up to 60 minutes. To maintain optimal results, re-touch new growth every 3 weeks.

Recommended Application Level and Tonal Results

Porosity varies from person to person, use table as a guideline only.

Shade	Level 6 Natural	Level 7 Natural	Level 8 Natural
12-1/12A	Cool Beige	Ash	-
12-2/12I	Warm Beige	Cool Beige	Ash
12-16/12AV	Warm Beige	Cool Beige	Ash
12-6/12V	-	Warm Beige	Cool Beige

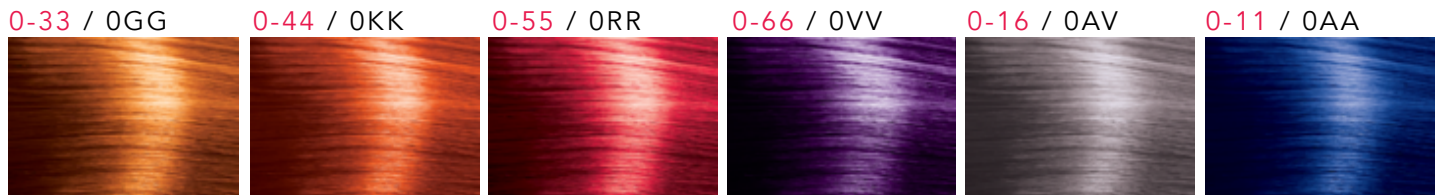
Tips

- Calura Pure Blonde shades are not recommended for pre-lightened hair
- Apply Pure Blonde shades on natural levels 6 or lighter
- Apply generously for optimal lifting
- To avoid cool tones on fine textured hairline new growth, apply colour during last 30 minutes of processing time. Alternatively, mix 12-31/12GA with your desired shade for the complete processing time.

MIX SERIES

Offers vibrant **intensifiers** formulated to enhance warmth on fashion shades and cool **neutralizers**, specially formulated for extra underlying pigmentation control or for corrective procedures.

- 2 neutralizers and 4 intensifiers
- Must be included in formula
- Use up to 25% of formula



Intensifiers

This series was designed to offer stylists unlimited creative possibilities. Formulated with oxidative dyes only (except for 0-33 that also contains a direct dye) the Calura Intensifiers offer ultimate vibrancy and effective tonal control. Use up to 25% of the formula.

- **0-33 / OGG** gold base: adds gold tonality and warmth to any fashion shade
- **0-44 / OKK** copper base: adds copper tonality to fashion shades level 5 or lighter
- **0-55 / ORR** red base: adds red vibrancy to any copper, red or violet fashion shades
- **0-66 / OVV** violet base: adds violet vibrancy to any red or violet fashion shades

Neutralizers

The Calura neutralizers are an excellent tool for effective extra tonal control. The table below should be used as a guideline only. Please note that all hair is different and results may vary depending on hair quality, resistance of underlying pigment and processing time.

- **0-11 / OAA**: blue or ash base
- **0-16 / OAV**: blue-violet or ash-violet base

Levels	Neutralizers	% / Amount
2/3	0-11 / OAA	25% / 15 mL
4/5	0-11 / OAA	20% / 12 mL
6	0-11 / OAA	15% / 9 mL
7	0-16 / OAV	25% / 15 mL
8	0-16 / OAV	20% / 12 mL
9/10	0-16 / OAV	15% / 9 mL

** Proportions are based on a formula containing 60 mL / 2 oz. of colour.*

CLEAR

Calura Clear is a dye free formula that offers shine and hydration.

When and How to Use:

- For instant shine and hydration on dull and dry hair:
- Mix Calura Clear with Calura 10 vol. (3%) developer or Demi Effect Developer Lotion (2.6%).
- Apply on damp hair
- Process for up to 10 to 15 minutes*. For fine hair types, 3-5 minutes.
- To dilute Creative and Corrective series shades, mix with any proportion of Calura Clear
- As part of a toning formula, add Calura Clear in any proportion to control dye deposit
- When colour balancing midlengths and ends, add up to 25% of Calura Clear to base colour

Tip : On fine hair process up to 5 minutes.

PASTEL

Calura offers 4 pastel shades.



- P-1 Ash
Cool silver tone



- P-12 Pearl
Cool tone



- P-32 Beige
Sandy tone



- P-82 Champagne
Slightly warm tone



Instructions

- Mixing ratio 1:1
- Apply on damp towel dried hair
- Apply on levels 9, 10 and pre-lightened hair
- Use Calura 10 vol. (3%) developer or Demi Effect Developer Lotion (2.6%)
- Processing time may vary from 3 to 10 minutes

Toning with Calura

Toning Pre-lightened Hair

Toning pre-lightened hair is a step that is performed after lightening hair to either neutralize undesired warmth, deposit a hue or both.

**Always tone with a 10 vol. (3%) developer or Demi Effect Developer lotion (2.6%).
Recommended processing time is 3-10 minutes.**

- Always pre-lighten to desired target level.
- Apply toner on damp hair. Doing so allows for better control.
- Pre-lightened hair is very porous. Strand test and visually process as toner may work quickly.
- To reduce speed of toner add clear to formula.
- Do not shampoo hair after toner. Rinse toner and apply Calura Colour Lock, process for 3-5 minutes and rinse.

CORRECTIVE PRECOLOURING

When to Precolour Hair:

- When colouring hair darker by 2 or more levels
- When extreme colour loss has occurred (colour faded by 2 levels or more)

Desired Level	Pre-colouring Formulas	Developer
9	9-3/9G	
8	1/4 9-34/9GK + 3/4 9-3/9G	
7	1/4 8-34/8GK + 3/4 8-3/8G	<i>Demi Effect</i>
6	1/4 7-45/7KR + 3/4 7-3/7G	<i>Developer Lotion</i>
5	1/4 6-45/6KR + 3/4 6-3/6G	
4	5-7/5M	
3	4-7/4M	

Tips :

Always pre-colour the hair one level lighter than the target shade

It is recommended to pre-colour pre-lightened hair.

Processing Pre-colour Formulas

- Apply appropriate pre-colouring formula
- Processing time is 15 minutes
- Shampoo with Calura Moisture Balance Cleanser, dry hair
- Proceed with final colour formula using 20 vol. (6%). Processing time for final colour is 30 minutes
- Shampoo with Calura Moisture Balance Cleanser, condition with Calura Moisture Balance Conditioner
- Apply Calura Colour Lock for 3-5 minutes

** Strand test prior to application of final colour for accuracy of desired target. faded by 2 levels or more)*

Pre-colouring formulas for intense shades

Target Shade	Pre-Colouring Shade	Developer	Processing Time
7-44/7KK or 7-44/7KKK	3/4 7-45/7KR + 1/4 Clear		
6-44/6KK or 6-444/6KKK	7-45/7KR		
5-44/5KK or 5-444/5KKK	6-45/6KR		
7-55/7RR	3/4 7-54/7RK + 1/4 Clear	<i>Demi Effect</i>	15 minutes
6-55/6RR	7-54/7RK	<i>Developer Lotion</i>	
5-55/5RR	6-54/6RK		
6-556/6RRV	3/4 6-56/7RV + 1/4 Clear		
5-556/5RRV	6-56/6RV		
4-556/4RRV	5-56/5RV		
5-66/5VV	6-6/6V		
4-66/4VV	5-6/5V	<i>Demi Effect</i>	10 minutes
3-66/3VV	4-6/4V	<i>Developer Lotion</i>	
1-66/1VV	3/4 2 Neutral + 1/4 0-66/0VV		

APPLICATION

Proper application is crucial with Calura. As an exothermic, ammonia-free product, Calura relies on direct contact with the hair for optimal molecule penetration.



- Apply with fine sections
- Gentle pressure when applying
- Saturate the hair with colour
- Timely application
- Improper application could lead to an undesirable result
- Must mix fresh colour for mid-lengths and ends when colour balancing
- For coarse or resistant hair types, re-apply where needed
- Perform a skin patch test 48 hours prior to each application*

* *Skin Patch Test: This product contains ingredients that may cause skin irritations or allergies on certain individuals. It is recommended to perform a skin patch test prior to each application. Apply a small amount of product to clean and dry area in the inner side of the elbow and wait 48 hours. If there is any burning, itchiness, swelling or discomfort, do not use this product.*

RINSING INSTRUCTIONS



Once colour has finished processing:

- Add lukewarm water and emulsify around the hairline
- Rinse thoroughly and gently until water runs clear
- Shampoo with Calura Moisture Balance Cleanser
- Condition with Calura Moisture Balance Conditioner
- Apply Calura Colour Lock, leave on for 5 minutes and rinse.

CALURA GLOSS

Demi Permanent Liquid Hair Colour

Versatility

- Colour balance
- Tone pre-lightened hair
- Enhance colour of natural hair
- White hair blending
- Colour correction
- Enhance shine

Zero Lift

Clear 0-00



Dye free formula that offers shine and hydration; can be used alone or intermixed with any Calura Gloss shade.

Mixing ratio 1:1

PROCESSING TIME	
Toning	3-10 minutes
Colour balancing	20 minutes*
White hair blending (up to 30%)	30-35 minutes

Processing times are to be used as guidelines only. For more vibrant results or for better white blending, process 15-20 minutes with plastic cap under pre-heated warm dryer. * Process up to 20 minutes. To achieve lighter colour deposit, either dilute shade with Clear or use a lighter shade.

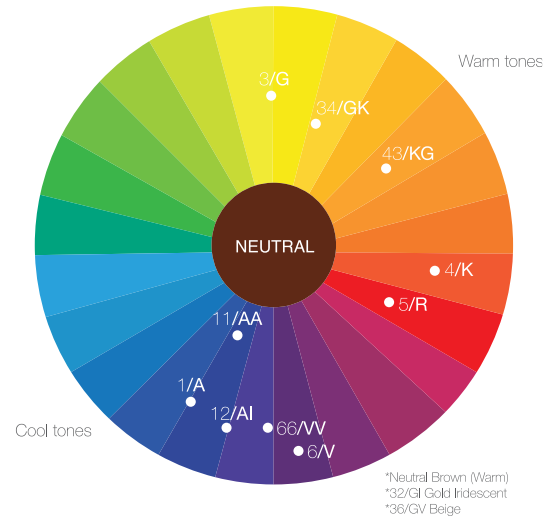
Developer Options

-  Calura Lotion Developer 7 volume (2%) offers a lotion-like consistency ideal for bottle application.
-  Calura Cream Developer 7 volume (2%) offers a cream-like consistency for more control when applying with a bowl and brush.

Additives

Can be used to boost ash and violet series; can also be used alone but expect more intense results. On porous lighter levels, use as additive only.

- 11/AA
- 66/VV



Series and Bases

Neutral	33%	33%	33%
Neutral Brown	50%	25%	25%
1 / A	100%		
11 / AA	100%		
12 / AI	75%	25%	
3 / G	100%		
32 / GI	50%	25%	25%
34 / GK	75%	25%	
36 / GV	75%	25%	
4 / K	100%		
43 / KG	75%	25%	
5 / R	100%		
6 / V	100%		
6 / VV	100%		

Scan to learn more!



FUNKHUE

- Semi-permanent hair colour
- Exclusive technology that prevents excessive bleeding staining and fading
- No developer required
- Intermixable shades = endless creative possibilities
- Vibrant results up to 12 shampoos

ENDLESS POSSIBILITIES

CLEAR	LILAC	AZURE	BONBON	PINK	FUCHSIA	VIOLET	WINE	RED	ORANGE	YELLOW	LIME	GREEN	TURQUOISE	BLUE	ROYAL	STEEL	BLACK	BROWN
20%																		
40%																		
50%																		
70%																		
80%																		

INSTRUCTIONS

- Step 1:** Apply on clean dry hair using non metal tools
- Step 2:** Massage hair with fingers to assure even saturation
- Step 3:** Process for 20 minutes, for extra depth process up to 30 minutes
- Step 4:** Rinse thoroughly, rinse different colours separately.
- Step 5:** Follow with Oligo Calura Moisture Balance Shampoo and Colour Lock. Use Oligo Stain Protector and Stain Remover to avoid staining.

PRELIGHTENING LEVELS

YELLOW, AZURE, BONBON, LILAC	Level 9-10
PINK, STEEL	Level 8-9
FUCHSIA, GREEN, LIME, ORANGE, TURQUOISE	Level 7-8
BLUE, VIOLET, RED	Level 6-7
BLACK, ROYAL, WINE	Level 5-6
BROWN	Level 4-5

MIXING OPTIONS



STRAWBERRY

Fuchsia 10 mL + Pink 10 mL + Red 1 mL
level 6*



FRESH MINT

Clear 25 mL + Azure 8 mL +
Green .75 mL + Yellow 1 mL
level 6*



SMOKEY

Steel 10 mL + Clear 10 mL
level 6*



METALLIC MAUVE

Bonbon 9 mL + Steel 3 mL + Clear 6 mL
level 6*



CORAL

Clear 80 mL + Pink 10 mL + Yellow 1 mL
level 9*



TEAL

Black 100 mL + Azure 40 mL + Green 1 mL
level 6*



RUBY RED

Red 40 mL + Black 1 mL
level 6*



GLACIER

Clear 60 mL + Violet 1 mL + Blue 2 mL
level 10*

*On prelightened hair

CALURA CARE & STYLING



BALANCE IS THE KEY to everything in life, love and hair.

With this in mind, Oligo Professionnel developed its Osmosis Complex Technology to expertly calibrate a balance of moisture and shine between your hair and your world. With our Osmosis Complex, we have the ability to regulate and diffuse moisture. Your hair will always have the ideal moisture balance. This tried and tested technology takes the moisture from the environment and transfers it to your hair - releasing any excess moisture back into the air. OSMOSIS COMPLEX is infused with seaweed and minerals, all to help your hair and colour shine brighter, longer.

HYDRATION

GLYCERIN

Glycerin is a vegetable-based humectant that pulls moisture from the air straight into your hair leaving it perfectly hydrated.

VITAMIN E

Tocopheryl Acetate, also known as Vitamin E, is an antioxidant that helps protect the hair and scalp against harmful UV rays.

SEAWEED

Provides an essential protective barrier that locks in moisture and nutrients while controlling the speed of water intake. Seaweed also provides strength and nourishment to your hair and scalp by infusing every strand with such vitamins and minerals as calcium, magnesium, potassium, iron, Vitamin C, and B12.

CITRIC ACID

Citric Acid is an Alpha Hydroxy Acid (AHA) that balances your hair's pH level to ensure longer lasting colour. This natural ingredient is extracted from citrus fruits.

NUTRITION



ORGANIC AVOCADO OIL
Protects against free radicals
Hydration, porosity equalizer



ORGANIC POMEGRANATE SEED OIL
Protects the hair and scalp
Maintains moisture in cortex



ORGANIC EVENING PRIMROSE
Antioxidant
Even distribution, longevity, shine



ORGANIC SHEA BUTTER
Protects from heat and chemical treatments and improves shine and overall appearance