

Features and Benefits

- Nourishes & Protects hair and scalp
- 3x Faster than standard permanent hair colour
- 4 series that offer 100% white hair coverage
- All Shades Intermixable
- Offers up to 3 levels of lift
- Longevity & Shine

Mixing ratio 1:1

	PROCESSING TIME	
Tone on tone or darker	10 minutes	20 vol. (6%)
White hair coverage	10 minutes	20 vol. (6%)
1 level of lift	15 minutes	20 vol. (6%)
2 levels of lift	15 minutes	30 vol. (9%)
3 level of lift	15 minutes	40 vol. (12%)

Tip: Timely application is imperative. Do not exceed processing time.

For global colour application service, use Calura Gloss or Calura Permanent Shine Hair Colour for mid-lengths and ends.

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

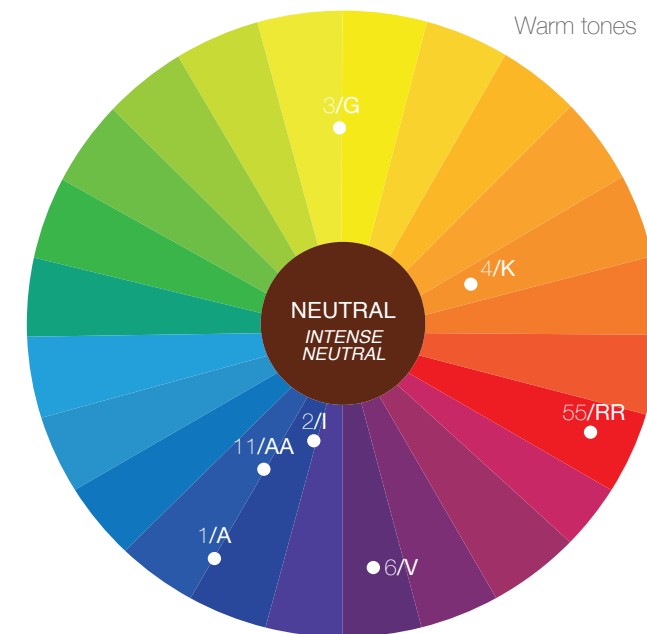
White hair coverage

- For optimal white hair coverage, use a level 8 or darker.
- For resistant white hair, use a 20 vol. (6%) developer, 15 minutes is the minimum processing time.
- Fashion shades do not cover white hair. For coverage: 25% White = 25% Covering shades + 75% Fashion Shades +50% White = 50% Covering shades + 50% Fashion Shades

SERIES	NEUTRAL	INTENSE NEUTRAL	COOL NATURAL	WARM
Neutral	●			
Intense Neutral		●		
318/GAB			●	
8/B				●

● 100% white coverage series

Colour wheel



Cool tones *318/GAB Cool Brown
*8/B Brown

Natural levels **Underlying pigments**

10- Very pale blonde	Extra pale yellow
9- Very light blonde	Pale yellow
8- Light blonde	Yellow
7- Medium blonde	Yellow-orange
6- Dark blonde	Orange
5- Light brown	Orange-red
4- Medium brown	Red-orange
3- Dark brown	Red
2- Very dark brown	Red-brown
1- Black	Dark red-brown

Neutral	Intense Neutral	Ash 1/A	Intense Ash 11/AA	Iridescent 2/I	Gold 3/G	Cool Brown 318/GAB	Copper 4/K	Intense Red 55/RR	Violet 6/V	Brown 8/B
● 100%	● 100%					● 100%				● 100%
9	9	9-1/9A		9-2/9I	9-3/9G					
8	8		8-11/8AA			8-318/8GAB				8-8/8B
7	7	7-1/7A			7-3/7G		7-4/7K			
6	6		6-11/6AA			6-318/6GAB		6-55/6RR		6-8/6B
5	5	5-1/5A			5-3/5G			5-6/5V		
						4-318/4GAB				4-8/4B
3	3									