

DIVINA COLOR WORLD

CREATIVITY IN YOUR HANDS

ENVIRONMENTAL
SUSTAINABILITY

NATURAL
INGREDIENTS

NOT TESTED ON
ANIMALS

Professional Use Hair Care Products
made in Barcelona.
Since 1922.

94 years dedicated to
the hair cosmetics sector
for professionals.

More than 25,000
professionals around the
world place their trust in
our products.

More than 390 products
are manufactured in our
factory.

In more than **50 countries**,
people choose Eva
Professional products to
care for their hair.

Professional training and
marketing programs.

More than 5.000 m²
at our facilities are
dedicated to research,
development and the
production of our
products.

1. THE HAIR. PRE-COLORING.

/MORPHOLOGY. PARTS OF THE HAIR, TONE AND HIGHLIGHT.



Cuticle.

The outer part of the hair. It consists of 5-7 layers of transparent cells, one on top of the other. Its main function is protection.

Medulla.

Found in the center, it has a soft texture. It consists of joined keratinized cells.

Cortex.

The main, middle part of the hair, it surrounds the medulla. The pigments are fixed in the cortex, where the **TONE and HIGHLIGHT** are determined.

● Tone

This is determined by the amount and distribution of **melanin**, which is found in the hair cortex in the form of tiny granules.

*Tones can be classified by numbers from 1 to 10.

Highlight ☀

Light given off by healthy hair. It is determined by the transparency of the hair color. **It is classified according to the percentage of pigment**; the lighter the color, the more highlights there are.

* Table of tones and each person's natural base.

● TONE	DIVINA COLOR	PIGMENT	HIGHLIGHT ☀
1	Black	90 %	10 %
2	Very hard chestnut	85 %	15 %
3	Hard chestnut	80 %	20 %
4	Chestnut	70 %	30 %
5	Light chestnut	60 %	40 %
6	Dark blond	50 %	50 %
7	Blond	40 %	60 %
8	Light bond	30 %	70 %
9	Very light blond	20 %	80 %
10	Platinum blond	10 %	90 %

example

Light tone
⊖ melanin
⊕ highlight

Dark tone
⊕ melanin
⊖ highlight

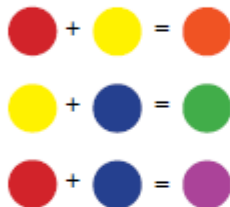
1. THE HAIR.
/COLOR THEORY. OSWALD COLOR STAR.

Hair color is defined in terms of primary and secondary colors.

PRIMARY COLORS



SECONDARY COLORS



The **Oswald color star** contains all the colors (both primary and secondary) and divides them into cool and warm tones. This allows highlights to be classified according to whether they are cool, warm or luminous.

COOL HIGHLIGHTS: correspond to a dark application base, which develops black as pure color and blue as the main highlight



WARM HIGHLIGHTS: seen on light-colored application bases, as they permit transparent light intensity.

Dark backgrounds: cooler results.
Light backgrounds: warmer results.



The color star tells us that **the colors on opposite sides (referred to as complementary) become "neutralized"**.



This concept is extremely important in the coloring process, since the hair color and the color we are going to apply react with one another and can, in some cases, result in an undesired color if we fail to take this into consideration. Therefore, in any coloring process, we must remember that:

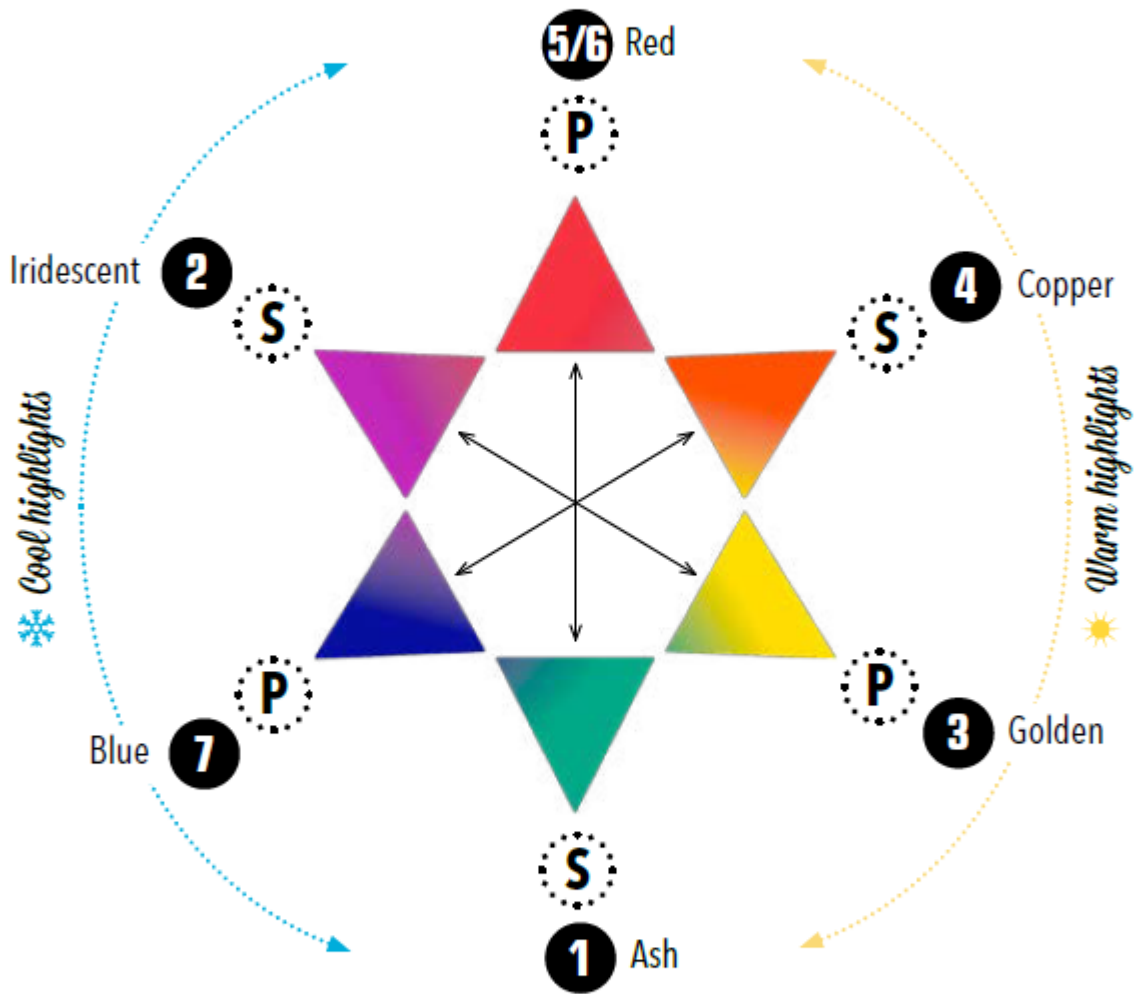
Initial color + Artificial color = Final result

Using Oswald's star, we are able to control the coloring process. It is a very useful tool to predict the color result on a specific base, and thus avoid undesired highlights.

The **numbering of the highlight tones** is what allows us to interpret the code of a Divina color.

1. THE HAIR / COLOR THEORY.

OSWALD COLOR STAR



Oswald color star Legend

P PRIMARY COLORS.
Red, yellow, blue.

S SECONDARY COLORS.
Orange, green, violet.

↕ COMPLEMENTARIES.
Opposite colors.

HIGHLIGHT TONE

1. THE HAIR / COLOR THEORY.

DIVINA CODES.

To understand how to read the code of a **DIVINA** color, keep in mind the meaning of each of the three digits.



BLOND . GOLDEN MAHOGANY

Base tone level. The larger the number, the lighter the tone will be. (Tone table)

Highlight tones. (Ostwald color star)

- 1. Black
- 2. 10. Bluish-black
- 3. Dark chestnut
- 4. Chestnut
- 5. Light chestnut
- 6. Dark blond
- 7. Blond
- 8. Light blond
- 9. Very light blond
- 10. Platinum blond

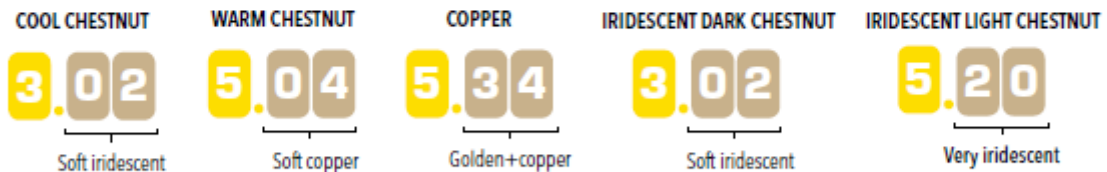


- 1. Ash grey
- 2. Iridescent
- 3. Golden
- 4. Copper
- 5. Mahogany
- 6. Reddish

Tone of the primary highlight.
0 indicates that there is no primary highlight, and therefore the secondary highlight is the one that stands out.

Predominant tone of the highlight.
0 indicates that there is no secondary highlight, and therefore the primary highlight is the one that stands out.

example



1. THE HAIR.

/COLORING. IMPORTANT ADVICE BEFORE YOU START.

There are a number of issues that can affect the coloring process. For this reason, they should be considered before applying the color. Without a doubt, the most important is identifying whether we are working with **completely virgin hair**.

SCALP.

- State of health
- Level of sensitivity
- How dirty it is
- Hair density

HAIR.

- **Virgin hair (free of any chemical alterations)**
- Thickness
- Texture/porosity
- Base color (determined by the highlight tone and % of grey hair)
- Tone the client wants

COSMETICS.

- Properties
- Indications



It is important to keep in mind the effects of the color. **NOT ALL ARE THE SAME IF THE HAIR IS NOT VIRGIN.**

THE FIRST TIME YOU COLOR A CLIENT'S HAIR:

As a preventive measure, when working with completely virgin hair, it is mandatory to perform an **allergy test** on the client 48 hours prior to the color application. **It is important to perform the test with the color that you wish to apply to the client's hair.**

- 1 Apply a few drops of color behind the ear and on the wrist.



- 2 Wait 24 h, wash and observe the area.



- 3 If no there is no reaction, you can apply **the same color** on the client's hair 24 hours later.



! In the case of red skin and/or itching, remove the color immediately and do not use it on this client.



5 PROBLEMS THAT CAN OCCUR WHEN COLORING HAIR

1 GOING FROM A DARK TO A LIGHT TONE.



LIGHTENING BY "2" TO "3" TONES:

In most cases, this can be done directly, using oxidizing agents in the most appropriate concentration (20 vol. - 30 vol.).

LIGHTENING BY "4"/ + TONES:

SUPER-LIGHTENERS must be used.

The hair should only be bleached before coloring when an extreme change in color is planned.

example



Dark chestnut

DIVINA ESSENTIALS
3



Extra nordic blond

DIVINA ESSENTIALS
11.17



In the case of **virgin hair**, the process is much simpler.

2 GOING FROM A LIGHT TO A DARK TONE.



Always use low-concentration oxidizing agents (maximum 20 vol.)

If the hair has previously undergone drastic lightening or bleaching and it has been made porous, it is recommended to apply one tone darker than desired.

3 CHANGES IN PREVIOUSLY COLORED HAIR.



In most cases, we would need to bleach hair. If we wish to avoid bleaching, either because of the characteristics of the hair or because of the planned color change (changing to a darker tone), the hair must be colored progressively, first applying the color from the mid-sections to the ends (15 - 30 minutes). To finish, apply to the roots (15 - 30 additional minutes) to even out the color.

1. THE HAIR / COLORING.

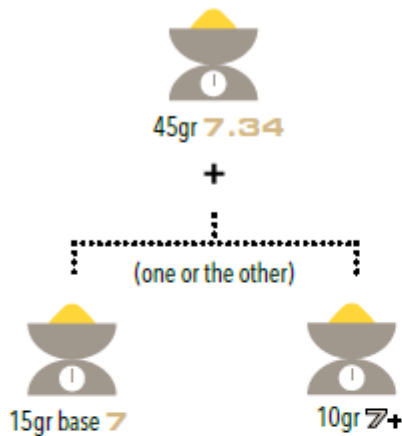
4 COVERING GREY HAIR



It is very important to keep in mind that in certain types of hair, it is naturally difficult to cover up grey hair. In these cases, we need to use color lines that, by nature, have a greater coverage capacity.

Always use a 20-vol. oxidizing agent. For colors with highlights, it is recommended to mix with the base tone.

example



5 TONING HIGHLIGHTS



Once we have bleached the lock of hair using the normal technique, we must wash it as well as possible to eliminate any remains of the bleaching agent (even a tiny amount of residue can ruin the later color toning application).

Next, we prepare the color to be used for the toning:

If we want to remove golden-yellowish highlights and tone ash-colored highlights, we must use: MIXER 0.17 and 0.10

👁️ (see how to use the mixture).

If we want to remove golden-yellowish highlights and tone natural beige-colored highlights, we must use: MIXER 0.12 and 0.22

👁️ (see how to use the mixture).



Did you know...

... DIVINA SKIN PROTECTOR IS A COMPLEMENT TO THE DIVINA LINE?

It is an oil that protects the skin from stains from the color application process, preventing them from appearing.

HOW TO USE:

Apply with the fingertips before coloring or perms to the *areas with the greatest risk of being stained.

Good prevention is a sign of professionalism, and will set the service apart from the rest.



*Ears, nape of the neck, forehead.

Divina.One

Permanent hair colour with maximum moisturizing power

Features



Active ingredients / formula

Chroma-tech
Collagen
Brazil nut oil*
(*Abyssinian oil in the Divina.One.Diva collection)

Product: Permanent colouring

Presentation: 60 ml. tube

Range includes:

Divina.One.Essentials
Divina.One.Mixers
Divina.One.Super HL
Divina.One.Plus+
Divina.One.Diva

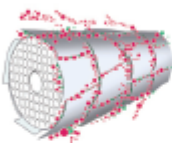
UCS.2
TECNOLOGIA - TECHNOLOGY



Technology

UCS.2 Ultra colour system technology:

1.



1. Maximum colour penetration with Chroma-Tech
Its boosting action activates the penetration of colour pigments into the cortex for maximum colour injection and complete retention.

2.



2. Maximum colour adhesion
Collagen for optimal cuticle sealing and total hair protection.

3.



3. Vibrant, longer-lasting colours.
Brazil nut oil makes the hair silky and shiny.

Benefits

- Advanced formula
- Injection of moisture and colour
- Uniform lightening and controlled oxidation
- Maximum colour penetration and retention
- Maximum grey hair coverage
- Radiant colour results, full of shine
- Optimized colour service in a single visit
- Colours 10% more intense and longer-lasting*

*Results corresponding to the comparative test performed with the Chroma-tech formula, after 20 shampoos. Test conducted by an independent laboratory.

DIVINA.one

Change your color vision with DIVINA.ONE. First hair color with a superior hydration power.

Las familias Divina.one

ESSENTIALS
Super natural tonalities

PLUS +
The most intense and influential tonalities

SUPER ACLARANTES
Super highlight bright tonalities

MIXERS
Technical and special tonalities

DIVA
Anti-aging hair color that provides 100% coverage



~ BENEFICIOS ~

- + Advanced formula with Chroma-Tech, collagen and Castanha do Brasil
- + Deep COLOR and HYDRATION INJECTION, in one step.
- + Even enlightening and controlled oxidation.
- + MAXIMUM PENETRATION AND COLOR RETENTION.
- + MAXIMUM GREY HAIR COVERAGE
- + RADIANT AND SHINNY COLOR RESULTS.
- + Optimal color service in only one application.
- + 10% more intense* and long lasting colors*⁽¹⁾.

~ DIVINA.oxi ~

DESIGNED FOR A PERFECT DIVINA COLOR DEVELOPMENT, WITH AN OPTIMAL CAPACITY TO REACH COLOR EQUALIZATION.



*Results related to a comparative test done with Chromatech formula, after 20 washes. Test done in an independent laboratory. ⁽¹⁾Color loss resistance: ALL TONALITIES (except reds): +10% RED TONALITIES: +30%

ESSENTIALS FAMILY
Features



BENEFITS

MAXIMUM UNIFORMITY
MAXIMUM NATURALNESS
DAZZLING SHINE

ESSENTIALS COLOR RANGE

Naturals
Browns
Cool Browns
Warm Browns
Ash/Iridescent
Copper

Violets
Reds
Golden blonds
Extra light blonds
AntiAge

A wide range of basic colors family. Natural looking essential tonalities and a multifunctional use with a perfect grey hair coverage.

With essentials range you'll get a perfect balance between pigment and highlight.

Description: 100% oxidizing hair color

Coverage: 70% - 100%

Highlight: 2-3 tones on natural hair



The most intense and influent colors. Tones with a **high penetrating and reacting power** in difficult cuticle structures.

Designed for hairs with specific needs.

ADDITIONAL BENEFITS:

- + MAXIMUM INTENSITY
- + MAXIMUM COVERAGE
- + COOLEST COLORS

Highlight: 2 tones.

Coverage: 100%.

ESSENTIALS FAMILY "Natural" line

Natural standard:

1	Black
2.10	Bluish black
4	Chestnut
5	Light chestnut
6	Dark blonde
7	Blonde
8	Light blonde
9	Extra light blonde
10	Platinum blonde

Natural +:

4+	Chestnut +
5+	Light Chestnut +
6+	Dark bonde +
7+	Bonde +
8+	Light blonde +
9+	Extra light blonde +

DIFFERENCES

Standard natural tint	—	Cooler natural tint
Lightening up to 3 tones	—	Lightening: 2 tones
70%-100% coverage	—	Greater coverage: 100%

The natural tones are the most important on the color chart, since they are used most often; they're the best-sellers and no hair salon should be without.

In the Divina line, we have basic **natural standard** colors with warmer pigmentation and highlights and **natural plus+** colors with more intense pigmentation and cooler highlights. They can be used separately or mixed together for perfect coverage with more personalized shades.

Natural standard

In most cases, these are used to even out the natural tone of the person's natural hair color when grey hair starts to appear.

They're perfect for when we want a good evening out of the color from the roots to the ends. We can apply them anytime, depending on the result we want.

If someone prefers a warmer result and good grey hair coverage, we recommend, for example, mixing: ½ 7+ with ½ 7.

Natural plus+

These are recommended for hair with very dark pigmentation where, due to its very nature, undesired red, copper and golden highlights appear. The tint of the plus+ neutralizes this effect, for natural and much longer-lasting colors.

Can also be used for very crystalline grey hair.



"Color on color, no lightening".

Remember that the Plus+ line has more intense pigmentation, and the result will be darker.

ESSENTIALS FAMILY "Browns" line

Standard browns:

- 4.04 Coffee brown
- 5.35 Peru brown
- 5.42 Hurricane brown
- 6.53 Havana brown
- 6.35 Marron glacé
- 6.42 Ice brown
- 6.45 Hazelnut brown

Line of classic brown colors with a lot of shine. The main characteristics that defines these colors are their copper shades with a light iridescent touch, which makes them very attractive.

In case of very hard, crystalline grey hair, we recommend: Divina **5.35** and Divina **6.35** (tones with good coverage).

Keep in mind that to ensure 100% coverage, we must mix the desired highlight tone with the base tone, preferably from the ESSENTIALS PLUS+ line.

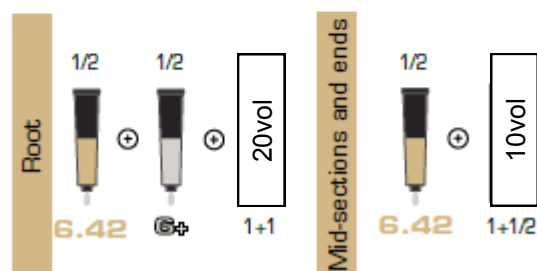
i

A good color technician should find encouraging to **mix tones with different highlights**. This will ensure **customer loyalty**, ensuring they'll never change stylists or products.

example

80% grey hair
Previously color applied: Dark blond **6**
Desired color: **6.42**

The aim of these mixtures is to ensure a professional result, with perfectly even tones and highlights.



In hair with no grey, it is not necessary to mix with Plus +. Simply mix the desired color with the appropriate oxidizing agent.

ESSENTIALS FAMILY "Cool Browns" line

Standard cool browns:

- 3.02 Swiss brown
- 4.02 Vienna brown
- 5.02 Monaco brown
- 5.13 Copenhagen brown

This line is one of the latest from DIVINA.ONE, with brown and chestnut colors with a touch of highlights, creating very natural colors. They're perfect for those who need to color their first grey hairs and want a brown that is as close as possible to their own natural shade.

These tones are ideal, since they perfectly cover grey hair without any overly intense, copper or reddish highlights. For hair that does not appear to be colored.

This entire range ensures 100% coverage of grey hair, although in super-crystalline and very hard hair it is necessary to mix a bit more base tone to cover these difficult roots.

i

In people with naturally dark hair with a very granular texture, **undesired red highlights** often appear.

ESSENTIALS FAMILY
"Warm Browns" line

Standard warm browns:

- 5.04 Chocolate brown
- 5.34 Miami brown
- 5.3 Panna brown
- 6.04 Praline brown
- 6.34 Mocha brown
- 7.35 Irish brown
- 7.23 Cappuccino brown
- 7.42 Tobacco brown
- 7.34 Macchiato brown
- 8.35 Walnut brown

i

In people with naturally dark hair with a very granular texture, **copper highlights** often appear. For example: if we apply a brown with golden copper highlights **7.34**, the result will be a golden copper that is too intense.

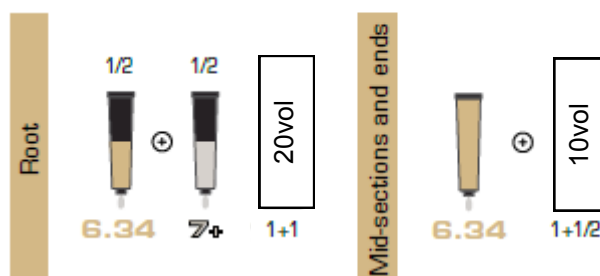
What stands out about this line is its highlights full of shine, each with golden and copper shades, which are already tones with double highlights.

If there is no grey hair, all the warm brown tones can be applied directly, using a 20-vol. or 30-vol. oxidizing agent. It is necessary to remember that when working with very high volumes, the result is lighter and the highlights are more vibrant, which means that the hair tends to dry out more easily.

In cases where there is more than 50% grey hair, it is recommended to mix the desired tone with the appropriate base tone to obtain maximum coverage:

example

80% grey hair
Previously color applied: Dark blond 6
Desired color: 6.34



ESSENTIALS FAMILY
"Golden blondes" line

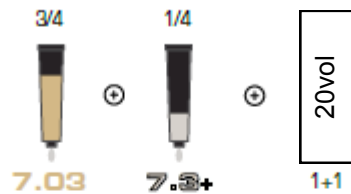
Standard golden blonds:

- 6.3 Mississippi blonde
- 7.3 Olympus blonde
- 7.03 Inoko blonde
- 8.3 Caribbean blonde
- 8.31 Mediterranean blonde
- 8.03 Alder blonde
- 8.32 Arabia blonde
- 8.34 Sahara blonde

Rubios dorados +:

- 6.3+ Mississippi blonde +
- 7.3+ Olympus blonde +

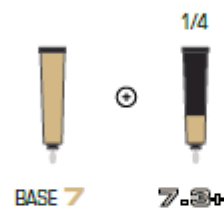
SOFT AND NATURAL HIGHLIGHTS: **7.03** and **8.03** are tones recommended for people who prefer an extra-natural effect, with lots of shine.



INTENSE, LONG-LASTING GOLDEN COLORS: **6.3+** and **7.3+** are two tones that can be used perfectly by themselves, ensuring perfect coverage of grey hair.



If we have a level **7** blond that is dull, cold and matte, we will get a warmer, shinier tone with better coverage by using a mix of



In hair with a tendency to have excessively dull, cold and matte highlights, it is recommended to mix the selected base color with golden tones.

ESSENTIALS FAMILY
"Extra-light blondes" line

Standard Extra Blond:

9.3	Minerva	Golden highlights
9.31	Banack	Golden ash highlights
11.00	Hollywood	Extra-light blonde with very natural highlights
10.13	Austral	Golden ash highlights
10.02	Mica	Iridescent soft highlights
9.13	Fairy	Golden ash highlights
9.03	Sheena	Soft golden highlights
11.17	Nordic	Very light silver highlights

12 twelve
COLLECTION

Standard Extra Blond:

12.0	Ultra natural blonde	Very shiny and natural warm highlight
12.16	Ultra super beige blonde	Very light Iridescent and pearly highlight
12.07	Ultra natural beige blonde	Very light ash highlights
12.1	Ultra ash blonde	Natural ash highlights
12.11	Ultra super ash blonde	Deep ash highlight
12.17	Ultra silver ash blonde	Soft ash highlight

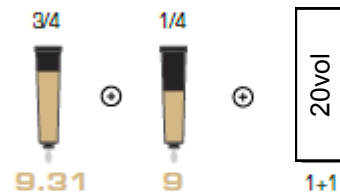
Range of extra-light blonde tones with the standard lightening power of the entire ESSENTIALS range.

Range of very light tones with very soft, shiny highlights.

The developer to use will depend on the desired level of lightening. Higher volumes will result in lighter colors.

It is not recommended to work with volumes above 30 vol., as too much oxidation occurs and while the hair is lighter, the result is too yellow in tone.

Keeping in mind color theory, this range can be mixed with any other base tone in order to obtain custom, professional colors.



The developer to use will depend on the desired level of lightening. If we use 30 vol. developer, the resulting tone will be lighter.

It is not recommended to work with volumes above 30 vol., as too much oxidation occurs and the result will be too yellow in tone.

12twelve
COLLECTION

Familia para conseguir alturas de tono sin usar super aclarantes.

A family of products to achieve lighter tones without having to use superlighteners.

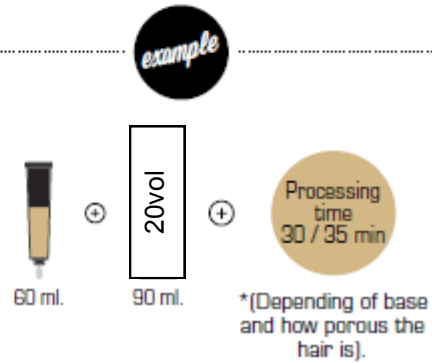
A range of extra-light and platinum blondes with subtle highlights and delicate shades.

Bright, super shiny blondes that color the hair while counteracting undesirable yellow and orangish highlights.

Suitable tones for correcting *highlights that are too orange*: **12.11**, **12.17**.

Suitable tones for correcting *highlights that are too yellow*: **12.16**, **12.1**, **12.07**.

Ideal application bases / **8 to 10**.



Due to the intensity of the highlights in tones **12.11** and **12.16**, when applied on very light ends (extra-light or platinum strength tones) and roots that are not overly dark (medium blonde tone), the mixture must always be made with 30 vol. developer, keeping it practically all of the time on the roots.

The developing time for the mid-sections and ends will depend on how porous the hair is.



Remember that developer to use will depend on the desired level of lightening. If we use 30 vol. developer, the resulting tone will be lighter.

It is not recommended to work with volumes above 30 vol., as too much oxidation occurs and the result will be too yellow in tone.

12twelve
COLLECTION



12.0 *
ULTRA NATURAL BLONDE



12.16 *
ULTRA SUPER BEIGE BLONDE



12.07 * *
ULTRA NATURAL BEIGE BLONDE



12.1 *
ULTRA ASH BLONDE



12.11 *
ULTRA SUPER ASH BLONDE



12.17 *
ULTRA SILVER ASH BLONDE

ESSENTIALS FAMILY "Violet" line

Standard Violets:

3.20	Indigo violin
4.20	Cranberry violin
5.20	Grape violet
6.20	Blackberry violet
7.22	Plum violet

Line of tones with intense, shiny violet highlights.

Tones **3.20**, **4.20** and **5.20** can be applied directly, taking into account color theory. The recommended oxidizing agent for violet tones is 20 vol.

If the hair is colored a dark color and we want to apply a **6.20** or **7.22** to achieve the correct level of lightening, a soft color bleach is required.

i

7.22, a special color.

Keeping in mind that violet 7.22 is not only the most attractive and extreme of the line, it is also the most intense of all the colors, which means that the highlight will not last as long and needs more care.

Did you know...



...RED, COPPER AND VIOLET TONES NEED EXTRA COLOR PROTECTION?

Since they are very intense tones, they can lose color wash after wash.

EVAHAIRCARE has developed a color treatment: **COLOR SHAMPOO** and **FIX COLOUR**. The perfect allies to protect hair from color loss.



ESSENTIALS FAMILY
"Ash" line

Standard ash:

- 5.1 Dark ash
- 6.1 Medium ash
- 7.1 Ash blond
- 6.12 Dark iridescent
- 7.12 Light iridescent
- 8.1 Light ash
- 9.1 Extra-light ash
- 10.1 Platinum ash

Ash +:

- 6.1+ Medium ash +
- 7.1+ Ash blond +

It could be said that ash tones are technically the most complicated and most difficult to work with.

They are tones in high demand from clients, but they are also cool, penetrating tones, which tends to make them dull and unflattering.

Tones **6.12** and **7.12** are highly recommended for toning highlights and hair that has turned too orange after bleaching. The iridescent highlights of these tones perfectly neutralizes these undesired highlights.

Ash colors on very light bases: The hair absorbs the highlight very quickly and it can turn out too ashy in color, making the hair too dark.

To obtain ash highlights, the tone to apply must be 1 tone lighter than the application base.

Example: Base color: **6** → Desired color: **6.1** → Color to apply: **7.1** 10vol

Ash **6.1+** y **7.1+** are deeper, more intense tones, ideal for better coverage of grey hair and to mix with bases in cases where we need to neutralize tones that are too orange

In cases where we have more than 50% grey hairs at the roots and we want an attractive ash highlight, we need to mix the ash color with the base tone.

example

70% grey hair
Base color: 6
Desired color: 6.1

$\frac{3}{4}$ $\frac{1}{4}$ 20vol
 6.1 6 1+1

Root 20 min
 Mid-sections and ends 10 min

ICED ASH COLLECTION

New fashion highlights with a cocktail of metallic and supernatural shades

Features

SUPER
SHINY ASHES
COLLECTION



..... IDEAL APPLICATION BASES

		BASE SHADES					
		5	6	7	8	9	10
ICED ASH COLOURS	6.11	✓	✓	✓			
	8.11			✓	✓	✓	
	8.1+			✓	✓	✓	
	8.1+				✓	✓	✓
	11.11				✓	✓	✓
	911S				✓	✓	✓



8.1+



9.1+



6.11



8.11



11.11



911S

ESSENTIALS FAMILY
"Iced ash collection"

Standard ash:

- 6.11 Ceniza oscuro hielo
- 8.11 Ceniza hielo
- 11.11 Ceniza extraclaro hielo
- 9.11S Superaclarante hielo

Ash +:

- 8.1+ Ceniza hielo +
- 9.1+ Ceniza claro hielo +

New iced effect ash colors.

Range with 6 ash tones with natural and very trendy shades. Very trendy ash tones, with slightly blue ash highlights, perfect for balancing unwanted highlights (golden, copper).

FEATURES:

- Permanent coloring oxidation.
- Lightening 6.11, 8.11, 8.1+, 9.1+, 11.11: Divina One Standard.
- Lightening 9.114: Divina One Ultra-lightening Standard.
- Cream texture 8.1+ and 9.1+: Level 2 texture 2, as those in the DivinaOne plus+ range.
- Cream texture for the remaining tones: Divina One Standard.
- Technology: UCS.2

The perfect base applications are:

6.11: 5, 6 y 7 / **8.11:** 7, 8 y 9 / **8.1+:** 7, 8 y 9 / **9.1+:** 8, 9 y 10 / **11.11:** 8, 9 y 10 / **9.11S:** 8, 9 y 10.





TIP/ The 11.11 and 9.11S tones can be used to shade very light tones and achieve trendy grey and platinum colors, always considering the color, base and hair type.

TIP/ If we wish to use any tone to shade an unwanted highlight, we will use 10v oxidant in a 1+2 ratio. The application time will depend on the highlight you wish to achieve and the highlight each person wishes.

HOW TO USE

TONES 6.11, 8.1+, 9.1+, 8.11, Y 11.11

STONE 9.11S

Grey hair	non-grey hair	Mid tones	Dark tones
<p>1+1</p>  <p>Divina One 1 tube 60 ml Divina Oxi 20/30 vol. 60 ml</p>	<p>1+1,5</p>  <p>Divina One 1 tube 60 ml Divina Oxi 20/30 vol. 90 ml</p>	<p>1+1,5</p>  <p>Divina One 1 tube 60 ml Divina Oxi 30/40 vol. 90 ml</p>	<p>1+2</p>  <p>Divina One 30 ml Divina Oxi 20/30 vol. 60 ml</p>
Application time: 35 min	Application time: 35 min	Application time: 40 / 45 min	Application time: 40 / 45 min

ESSENTIALS FAMILY "Reds" line

Rojos estándar:

5.6	Fusha Red	6.6	Burgundy Red
6.5	Sienna Red	6.65	Cherry Red
7.6	Coral Red	8.6	Fire Red
7.64	Passion Red	8.64	Carmine Red
7.65	Grand Canyon Red	7.54	Delirium Red

Line of soft reds and intense reds.
Colors easy to apply on persons with very dark pigmentation that want to change their color.
On hair with **3, 4** and **5** level bases, tones **5.6, 6.6** and **6.65** can be applied directly.



"Color on color, no lightening".

Remember that the lightening strength on the roots will be as normal.

With more than 50% grey hair at the roots, it is recommended to mix the color to be applied with tones **6.65** or **5.6**:



In cases where a color bleach is called for, it is recommended to bleach with a 10-vol. oxidizing agent. Excessive bleaching is not necessary to apply on reds.

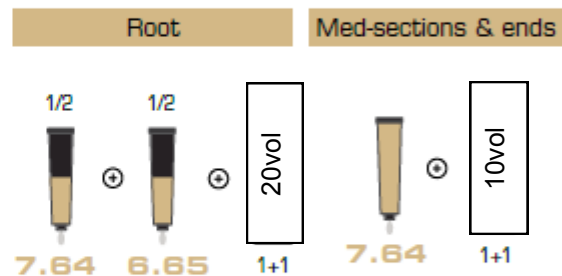
Bleaching with a 10-vol. oxidizing agent will be enough to ensure spectacular reds without damaging the hair fiber.

To apply an intense reddish tone like **7.54, 8.6** or **8.64** on hair with bases darker than a level **7**, you must apply a gentle color bath.

In grey or porous hair, the most recommendable tones are **6.6** and **6.65**. These tones have maximum durability. The recommended oxidizing agent for red tones is 20 vol.



70% grey hair
Color on the mid-sections and ends: 7.6
Desired color: 7.64



Another option to cover more than 50% grey hair is to mix the chosen color with the base color, but be careful! In the case of red and copper highlights, if we mix them with the base tone, we take away the intensity of the highlight.

ESSENTIALS FAMILY "Copper" line

Standard Coppers:

6.40	Amaretto coppery
7.40	Bourbon coppery
7.44	Whisky coppery
7.45	Rum coppery
7.46	Cognac coppery
8.45	San Francisco coppery
8.46	Cointreau coppery

Coppers +:

6.4+ Malta coppery +

With more than 50% grey hair, it is recommended to mix with the base tone for best results.

If the hair is very dark or has already been colored, a gentle color bleach is necessary before applying a light copper like **8.46** or **8.45**.

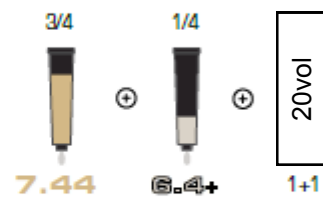
6.4+ This color can be applied by itself and has the capacity to provide **100% coverage**.

In cases where we have bases with a lot of grey hair, and when we want to apply a light copper tone, we need to mix it with a **6.4+** to ensure the covering power of all the colors in the line



For a perfectly even color result from the roots to the ends, we must choose the right tone.

Bear in mind that the color only has the capacity to lighten the hair 2-3 tones as compared to the natural base.



Divina.One.Diva

The new anti-age colouring with super-natural fashion shades

Features

Anti-aging hair colour that provides 100% coverage, for even the most resistant white hair. **Does not require mixing with natural bases.** Especially recommended for mature hair that is more than 70% grey.

DIVA
DIVINA.ONE
NEW SHADES



Main action

Permanent colouring with double highlights and 100% coverage

Technology: UCS.2 ANTI-AGE

Active ingredients / formula:

Chroma-tech
Collagen
Abyssinian oil



Benefits:

- 15 soft shades with an extra boost of shine
- UCS.2 ANTI-AGE Technology
- Additional care for mature hair
- 100% coverage.
- Standard lightening power: 2-3 shades* (*on natural hair)

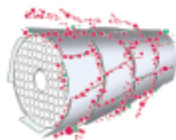
Presentation: 60 ml. tube.



Technology

UCS.2 Ultra colour system technology

1.



2.



3.



1. Chroma-tech

Maximum colour penetration. Its boosting action activates the penetration of colour to the cortex for maximum colour injection and full retention.

2. Collagen

Maximum colour adhesion. For optimal cuticle sealing and total hair protection.

3. Abyssinian Oil

Fights the signs of aging of the hair, making it soft and shiny. Strengthens the fibre, boosting elasticity and density x2 (*).

(*) Test comparing it to a product without a specific formula.

10.30	Brigitte Bardot	Golden highlight
9.30	Marene Dietrich	Golden highlight
8.30	Grace Kelly	Golden highlight
7.30	Claudia Cardinale	Golden highlight
5.41	Judy Garland	Warm brown highlight
4.41	Ava Gardner	Warm brown highlight
6.44	Rita Hayworth	Coppery red highlight
5.54	Linda Christian	Coppery red highlight
6.30	Audrey Hepburn	Golden highlight
9.32	Veronica Lake	Golden and soft iridescent highlight
7.31	Lauren Bacall	Golden and soft ash highlight
6.43	Greta Garbo	Warm brown highlight
6.60	Katherin Hepburn	Red coppery highlight
5.25	Vivien Leigh	Violet chestnut highlight
4.25	Sophia Loren	Violet chestnut highlight

CONSIDERATIONS:

As a special coloring line for mature hair, it is recommended for various specific needs:

- Mature hair that is 100% grey or hair with less grey.
- Hard grey hair that is difficult to cover.
- Soft grey hair that is easy to cover.
- Very fine and/or very hard hair.

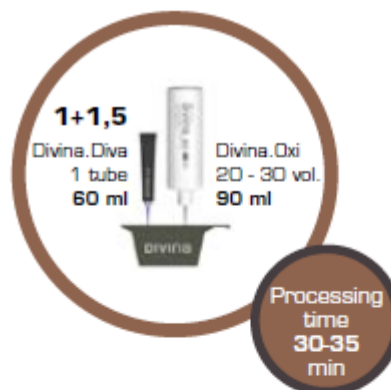
The choice of developer will depend on the type of grey hair and the hair in general:

In cases with **lots of very crystalline grey hair**, a 20 vol. developer is recommended.

In cases with **little grey hair that is not as hard**, 30 vol. developer can be used.

It is important to bear in mind that a color mixed with 30 vol. developer will always be lighter than one mixed with 20 vol.

HOW TO USE



IMPORTANT: *when considering that everyone's hair is different for many reasons, grey hair is the same. Some people may be higher resistant to hair colour than others. Therefore it is important to note that a higher resistant client may need more coverage so the following formulas may also need to be considered:-*

1. Try a 1:1 mix
2. If still high resistant than try 1/4 natural base mixed with 3/4 .DIVA colour selected

/PERMANENT COLORING. SUPER HL

Line of tones with stronger lightening power than ESSENTIALS.

All have the same lightening power: from 4 to 6 tones.

All have the same lightening power, but with a different shade. This characteristic means that as they lighten, they also neutralize undesired highlights created during the lightening process.



00 is the super lightener that allows us to create custom colors, while at the same time obtaining greater lightening with extra light blonds and golden blonds.

Uses for Divina.One 00 Super High Lift

*** 00 can be added to any Divina.One Super High Lift colour (900 Series) to give an additional 0.5 to 1 level of lift.**

IMPORTANT: adding 00 will dilute the tone of your target shade. For example, if you use 911s with 00, the end result will be less ash. It is important to analyze the hair first and decide if you need more lift or tone. If you need both, you will need to tone the hair afterwards to neutralize any unwanted reflects. Use 0.10, 0.12 or 0.17 with 5, 8 or 10vol Divina Oxi.

*** 00 can be added to any colour in Divina.One range to give the colour more lifting power.** 0.5 to 1 level of lift can be achieved by adding 1/4 tube to 3/4 tube of selected colour. This will be reduced if there is a large buildup of previous colour on the hair.

IMPORTANT: the same rule as before will apply. If you mix 00 to another colour you will reduce the strength of the tone. You can compensate for this by adding mixers 0.11, 0.20, 0.33, 0.44, 0.66 or selecting a more intense shade.

*** 00 can be used to freshen old highlights or blonde hair.** Simply mix with desired Divina.Oxi (5,8,10,20 or 30vol) and apply directly over the previously lightened hair. This will remove some tone and a little depth to reveal fresh blonde hair. You can also apply Superblanc Powder Lightener to the regrowth and blend out to 00.

*** 00 can be used to remove colour build up.**

For example, you have a client who has been applying home colour between salon visits and the colour has become dull and flat. Apply 00 with your desired Divina Oxi to gently clean the layers of colour. The levels of lightening will depend on the amount of buildup of colour on the hair and Divina Oxi used. As a general rule you can easily achieve 2-3 levels of lightening when mixing 00 with 30vol on previously colour hair to base 5. Be aware that this is a slower, kinder process than bleaching the hair. This process can take around 45minutes to develop but the product is not strong enough to create an undercoat on previously coloured hair, therefore, you will not have to neutralize red, orange, yellow like you would need to when using a bleaching product. Always start working on the darkest/heaviest areas first.

*** 00 can be used to clean bands of colour in the hair.**

For example, a client who regularly gets high lift colour and the development time has been varied or the desired shade has been changed, will result in lines of previous colour. Blend/smudge 00 with desired Divina Oxi to these areas and develop for 10-20minutes and it will gently remove the lines of colour.

IMPORTANT

It is not recommended to apply 00 directly to the scalp unless mixed with another colour.

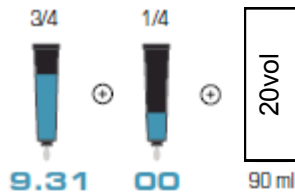
Remember 00 will lift natural hair. If removing previous colour from the hair be careful to avoid the natural hair/regrowth.

900s	Electra Super-highlift	Neutral highlights
901s	Vega Super-highlift	Soft ash highlights
912s	Titan Super-highlift	Iridescent ash highlights
917s	Luna Super-highlift	Silver ash highlights
910s	Venus Super-highlift	Ash highlights
00	Diamond Super-highlift	Lightening-booster base (neutral highlights)

00 is the super lightener that allows us to create custom colors, while at the same time obtaining greater lightening with extra light blonds and golden blonds.



Mix to obtain approximately a 10.31



917s Recommended in cases where an undesired copper highlight is the main problem.

912s Recommended in cases where an undesired golden highlight is the main problem.

Keep in mind that to obtain results with light tones and natural highlights, the most suitable bases of application are 7 or above.

For this line, the most appropriate oxidizing agent is either 30 vol. or 40 vol. for greater lightening power.

Whenever 40 vol. is used, the scalp and hair must be evaluated to ensure that they are in perfect condition. **It is not recommended to use 40-vol. oxidizing agents with sensitive skin and dehydrated hair.**

How to use:

Use a 1+1,5 mixture for dark tones.

Use a 1+2 mixture for medium tones.

Divina.One
1 tube
60 ml

Divina.Oxi
30 - 40 vol.
90 ml

Processing time
40-45
min

Divina.One
30 ml

Divina.Oxi
20 - 30 vol.
60 ml

Processing time
40
min



DIVINA.one
eva professional hair color

How can I reach this look? We suggest you use Divina.One **11.00 HOLLYWOOD** on a level 8 and above. **Divina.One hair colour**, a blonde range that offers you sublime blondes containing, collagen and Brazilian Chestnut Oil, to provide a superior hydration level to your hair.

We recommend you following the steps below to reach a great blonde: -

Base Shade	Options To Be Used	Developer
8	900s, 901s, 912s, 910s, 11.00 & 11.17 ½ 910s & ½ 917s	30vol or 40vol
7	910s OR 917s	40vol

***DARK TONES:- 40 to 60min *MEDIUM TONES:- 40 to 50min**

Important: Divina.One highlifts are designed to be used on a level 7 and higher. We do not recommend using high lifts on a level 6. **N.B** If used on a level 6 toning will be required and possibly highlighted foils to break up the depth of the result.

Toning Guide

Depth	Existing Tone	Toner/Developer To Apply
8 light blonde	copper gold	0.17 OR 0.10
9 extra light blonde	golden copper	0.10 OR 0.22 OR *9.01 Divina.Pure
10 platinum	Light gold	0.12 OR *9.12 Divina.Pure *7.12 Divina.Pure
		5 or 10 Vol 5-15min



UCS.2
TECNOLOGIA · TECHNOLOGY

..... IDEAL APPLICATION BASES

		BASE SHADES					
		5	6	7	8	9	10
ICED ASH COLOURS	8.11	✓	✓	✓			
	9.11			✓	✓	✓	
	9.1+			✓	✓	✓	
	9.1+				✓	✓	✓
	11.11				✓	✓	✓
	911S				✓	✓	✓



911S

/PERMANENT COLORING. MIXERS



Specific line that neutralizes undesirable highlights after lightening, whether as the result of bleaching or the application of a super-lightening agent.

These tints act to neutralize very light highlights. The tint does not provide color itself, rather it corrects deviations that occur during the lightening process, acting to correct light yellow, red and copper highlights.

BENEFITS:

**SPECIAL TONES
AND TECHNIQUES.
CORRECTS,
ADDS AND
PERSONALIZES A
TONE.**

FEATURES

- To neutralize undesired reflections.
- To enhance highlights or fantasy creations.
- To create or enhance any color.

HOW TO USE

Siempre utilizaremos la mezcla **1+2** con oxidante de **10 vol.**



**Processing
time
5-15
min**

Standard Mixers

0.22	Mother_of_pearl	Iridescent highlights
0.10	Onyx	Soft ash highlights
0.12	Pearl	Iridescent ash highl.
0.17	Silver	Silver ash highlights

Fantasy Mixers

0.20	Amethyst	Violet highlights
0.44	Topaz	Copper orange highl.
0.66	Ruby	Red highlights
0.11	Sapphire	Blue highlights
0.77	Tourmaline	Green highlights

Tone level	Highlight to be corrected	Recommended tint
8 & 9	Golden copper	0.17 / 0.10
9 & 10	Coppery golden	0.22 / 0.12

This mixers also can be used together with very White bases with levels 10, 11 and 12.

To enhance highlights.

Especially indicated to personalize improving colors, lights and sections of the hair.

Divina.One mixers can be applied directly together with Divina.Oxi.

To obtain brilliant color results it will be necessary to apply mixers on a very White base.

A 10 vol. oxidizing agent will always be recommended for use in this case.

These tones require a lot of attention, since the processing time of the correctors varies according to the condition of the hair and the highlight to be corrected.

Within the MIXERS line we find special tones called fantasy tones. Their special feature is that they use pure pigments that invade the hair with color.

For the correct application of these tones, it is essential to bear in mind the base on which the color is going to be applied. First it is necessary to perform a very important task, which involves obtaining the appropriate base.

Tone **0.11** requires a perfectly WHITE base. If we do not eliminate the golden highlight, the result will be greenish instead of blue.

Tone **0.20** necesita una base con una altura 9 - 10.

Tone **0.44** y **0.66** need a level 6 - 7 base.

Tone **0.77** needs a level 10 base.

Neutralizes undesirable highlights.

If we have a hair with a cold or warm reflection and we neutralize this effect, we need to use the tone with the opposite reflection.

Cool highlights		Warm highlights
Reddish violet	→	Coppery golden
Violet	→	Golden
Blue	→	Copper
Bluish green	→	Red
Green	→	Red

Standard Mixers

Technical and special colors. To create fantasy, fashion or to use in technical situations.



0. 22
MOTHER-OF_PEARL



0. 10
ONIX



0. 12
PEARL



0. 17
SILVER

Fantasy Mixers



0.33 CITRINO, IDEAL FOR:

Mixing with ultra light blondes.
For warmer blondes (it provides warmer golden highlights).

Mixing with copper tones.
Intensifies the highlights and shine.
(Essential for those who love these colors.)

Mixing with mixers.
For creating fashionable fantasy colors with their own personality.

0. 20
AMATISTA



0. 44
TOPACIO

0. 66
RUBÍ



0. 77
TURMALINA



0. 11
ZAFIRO



0. 33
CITRINO

Divina.Oxi cream

Cream developer for capillary colour and bleaching. The perfect complement for the best colouring results.



Oxidizing 5 vol: tone-on-tone tinting and coloring.

Oxidizing 8 vol: tone-on-tone tinting and coloring.

Oxidizing 10 vol: tone-on-tone tinting and coloring.



Oxidizing 18 vol: suitable for covering grey hair and evening out the tone from the roots to the ends.

Oxidizing 20 vol: suitable for covering grey hair and evening out the tone from the roots to the ends.

Oxidizing 28 vol: for greater lightening.

Oxidizing 30 & 40 vol: for greater lightening.

	STANDARD COLOR TECHNIQUES		SPECIAL LIGHTENING		TONING	DEMI-PERMANENT TECHNIQUES
	WHITE HAIR	NO WHITE HAIR	DARK TONES	MEDIUM TONES		
OXI. LEVEL	18V/20V	10V/18V/20V/28V/30V	28V/30V/40V	18V/20V/28V/30V	5V/8V/10V	5V/8V/10V
DIVINA	60g	60g	60g	30g	30g	30g
OXIDANT	60ml	90ml	90ml	60ml	60ml	60ml
DEVELOPMENT TIME	30-35 min	30 min	45 min	35-45 min	5-15 min	8-20 min

10 vol / 3%

- Recommended for tone-on-tone colorings, to provide highlights and shine without excessively altering the natural color.
- Essential for tints and correcting highlights.
- Ideal for sensitive, itchy scalps.
- For use with Divina special tints and fantasy highlights.
- The mixture proportion will always be determined for each case and desired result, and measured with a measuring glass.

30 vol / 9%

- Recommended to obtain greater lightening and shinier highlights.
- Highly recommended for extra-light colors and the super-lightener family.
- Also frequently used in bleaching.
- The mixture proportion must always be determined for each case and desired result, and measured with a measuring glass.

20 vol / 6%

- Recommended to perfectly even out color and highlights from the roots to the ends.
- Adapts perfectly to any color technique.
- It is the most recommended option for grey hair and the most commonly used of the DIVINA line; suitable for all ESSENTIALS products.
- The mixture proportion must always be determined for each case and desired result, and measured with a measuring glass.

40 vol / 12%

- Recommended to obtain maximum lightening.
- Highly recommended for the super-lightener family and to obtain maximum and faster bleaching.

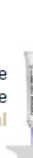
PROPORTIONS TABLE.

5 vol.
1,5%


DESIRED EFFECT /
Tone on tone / Extra radiance and shine / no lift.
ESPECIALLY INDICATED /
Thin, sensitive scalps.
NOT RECOMMENDED /
Very grey hair.


1+1,5

Divina.Pure
1 tube
60 ml



Activating Cream
5 vol.
90 ml





Processing time
WITHOUT HEAT
- 5/15 min -

NO GREY HAIR

Superblanc.Blue

Multi-technique bleaching powder for progressive lightening.

Features

Product: Blue bleaching powder
Presentation:
500 g. jar

Benefits

- More than 4 shades of lightening power
- Greater control during the lightening process
- Acts efficiently, effectively and quickly.
- Non-volatile powder

PERFECT BLEACHING FOR
HIGHLIGHT OR DECAPAGE
TECHNIQUES

HOW TO USE:

The mixture oxidizer proportion is always measured:

COLORED HAIR:
20 volume peroxide

NATURAL HAIR:
30 volume peroxide

SPECIAL LIGHTENING:
40 volume peroxide



Its lightening power varies depending on the oxidizer volume concentration and the color of the hair to which it is applied. **If the hair is colored, the lightening power will be 5 tones; otherwise, it will be 6 tones.**

The processing time is between 20 and 40 minutes, depending on the degree of lightening and whether heat is applied.

Always take precautions not to touch the scalp

RECOMMENDATIONS

The choice of oxidizer is extremely important in terms of the color result. It is very important to keep these aspects in mind:



Use the exact amount indicated in the instructions for use.



Analyze the condition of the hair and scalp. If they are sensitive or show signs of any problem, do not use high-volume oxidizers, as they can cause skin irritation and damage the hair fiber.



The most appropriate oxidizer for very grey hair is 20 vol. If a color with 30 vol is applied, the grey hair will become more transparent.



Be careful to close the bottle quickly so that the oxidizer does not lose its properties



Most scalp irritations and itching are due to the oxidizing agent.



The standard lightening power in each family is approximately:


Essential:
2-3 tones.

Plus +:
2 tones.

Super-lighteners:
4-6 tones.

This result may vary, depending on the proportion and volume of the oxidizer used


 See how to use.


 **DIVINA.ONE PROPORTIONS TABLE**

Essentials

1+1
Divina.One
1 tube
60 ml


Divina.Oxi
20 - 30 vol.
60 ml



divina

 Processing
time
30-35
min

1+1,5
Divina.One
1 tube
60 ml

Divina.Oxi
20 - 30 vol.
90 ml



divina


 Processing
time
35
min

Plus +

1+1
Divina.One
1 tube
60 ml


Divina.Oxi
20 - 30 vol.
60 ml



divina

 Processing
time
30-35
min

1+1,5
Divina.One
1 tube
60 ml

Divina.Oxi
20 - 30 vol.
90 ml



divina


 Processing
time
30-35
min

Super HL

1+1,5
Divina.One
1 tube
60 ml

Divina.Oxi
30 - 40 vol.
90 ml


divina

 Processing
time
40-45
min

1+2
Divina.One
30 ml

Divina.Oxi
20 - 30 vol.
60 ml



divina

 Processing
time
40
min

Mixers **Diva**

1+2
Divina.One
30 ml


Divina.Oxi
10 vol.
60 ml


divina

Processing
time
5-15
min

1+1,5
Divina.Diva
1 tube
60 ml

Divina.Oxi
20-30 vol.
90 ml


divina

Processing
time
30-35
min

eva PROFESSIONAL HAIR CARE

Divina Mixing Guidelines

Essentials Colour *RATIO IS 1:1 ½

colour	Developer	Total Mix
10 grams	15 grams	25 grams
20 grams	30 grams	50 grams
30 grams	45 grams	75 grams
40 grams	60 grams	100 grams
50 grams	75 grams	125 grams
60 grams	90 grams	150 grams

Super Hi-Lift 30 or 40vol, Toners/Mixers 10vol and or Demi Permanent - Activator 5vol *RATIO IS 1:2

colour	Developer	Total Mix
10 grams	20 grams	30 grams
20 grams	40 grams	60 grams
25 grams	50 grams	75 grams
30 grams	60 grams	90 grams
40 grams	80 grams	120 grams

Essentials & Grey Coverage *RATIO IS 1:1

colour	Developer	Total Mix
10 grams	10 grams	20 grams
20 grams	20 grams	40 grams
25 grams	25 grams	50 grams
30 grams	30 grams	60 grams

Grey Coverage Chart Essentials & Grey Coverage - 20vol

Percentage of Grey	Amount of Colour Goal	Amount of 'N' Series	Colour/Developer Ratio 20 vol (30 to 45mins)
Up to 40%	¾ Colour Goal	¼ Natural Series	1 : 1
40 – 70%	½ Colour Goal	½ Natural Series	1 : 1
70 – 100%	¼ Colour Goal	¾ Natural Series	1 : 1

eva PROFESSIONAL HAIR CARE

DIVINA RESI MIX

Resistant Grey Mixing Ratio

RATIO IS: 1 ½ Colour TO 1 Part Developer

colour	developer
8 grams	5 grams
16 grams	10 grams
23 grams	15 grams
30 grams	20 grams
37 grams	25 grams
45 grams	30 grams
53 grams	35 grams
60 grams	40 grams
68 grams	45 grams
75 grams	50 grams
83 grams	55 grams
90 grams	60 grams

For use when 100% white hair is highly resistant to covering.

A dynamic, high-speed photograph of a multi-colored powder explosion. The powder is captured mid-air, creating a sense of movement and energy. The colors are bright and saturated, including shades of pink, magenta, orange, yellow, blue, and green. The background is a deep, solid black, which makes the colors stand out sharply. The overall effect is that of a colorful, chaotic burst of light and texture.

Formulate your
perfect colour

Making amazing hair colour formulas is simple really. Once you know the fundamentals of colour, how to use the colour wheel and how your products perform you can make a rainbow of colour for your clients.

I've worked as a colourist for almost 20 years, over this time I've learnt a few things, mostly through trial and error and also by learning how colour works. The principles of colour are the same if you are an artist, a graphic designer, a hairdresser or any other job that works with colour. Turning this to hair colour is easy provided you use the correct tools for the job. For me, it has taken years to find a colour brand that has high quality pigments and technology that will give me amazing results. Over the years I've tried colour ranges and found the colour is dull, or the pigment is a little flat and has no life, as a result, fashion/party colours are dull, lifeless and often look like a home colour gone wrong.

I'm very lucky to have found Eva | Professional colour. They use the highest quality pigments available, low ammonia levels, and all their colour contain collagen or keratin and organic oils to maintain the hair strength whilst also adding shine and condition to the hair. Because of all these things we can make beautiful colour formulations for any client. Another advantage of the exceptionally high quality pigments are that as the colour fades from the hair it simply lightens, it does not change to a horrible tone. For example, making a right blue toner for a client is normally difficult and will usually fade to a flat green tone and have to be removed. With Eva | Professional colour the blue will fade from deep blue to pale blue gradually.

COLOUR	FORMULATION
Baby blue	60g 11.00 and 2g 0.11
Turquoise blue	60g 0.10, 1g 0.11 + 1g 0.77
Green	60g 11.00 + 3g 0.77
Pearl	60g 0.12 + 1g 0.20
Yellow	60g 11.00 + 1g 0.33
Peach	60g 900s + 2g 0.44 + 1g 0.33 + 1g 0.44
Rose quartz	30g 900s + 30g 0.12 + 1g 0.20 + 1g 0.66
Antique rose gold	60g 11.00 + 2g 0.33 + 1g 0.66
Rich Vibrant Magenta	45g 6.20 + 12g 6.6
Deep peach	30g 7.43 + 1g 0.33 + 1g 0.44 + 1g 0.66
Light crystal ash	45g 917s + 15g 0.17 + 15g 9.1
Light silver	45g 0.17 + 15g 9.1
Medium silver	45g 0.17 + 15g 8.1
Darkest silver	30g 0.17 + 30g 5.1
Mocha	30g 10 + 15g 5.13
Caramel	45g 10 + 15g 7.23
Baby pink	60g 900s + 1g 0.66 + 0.53g 6.6
Mint	60g 917s + dot 0.77
Lime	50g 900s + 2g 0.33 + 2g 0.77
Lilac Grey	40g 7.12 + 20g 9.1

Color wheel



Warm colors



Cold colors



Always ensure you have the perfect base before trying to make any fashion colour. If the base is not perfect it will alter your results. This isn't a colour problem but a colour choice problem. To make the perfect ash grey, we first must ensure the hair is as white as possible, lightened to a very pale yellow undercoat. Then we can apply our toner, for example, 45ml Divina.One 0.17 + 15ml Divina.One 8.1 + 90mls 10vol will give a beautiful deep grey tone.

Your choice of peroxide is also important. If we are adding only tone to the hair, 5vol, 8vol or 10vol work perfectly. The reason for this is that they will deposit the tone on the hair without disturbing the natural pigment of the hair and without trying to lift the hair as well. If you still need to lift the depth of the hair, it becomes much more difficult to tone the hair to the correct shade.

I always choose, Eva Professional Superblanc powder lightener for cleaning the hair to a perfect light blonde. The formula is soft and kind on the hair whilst toning at the same time to neutralise gold from the hair. One last tip for fashion/party/pastel tones in the hair.

Our clients expect these colours to be long lasting but in reality we know that a fashion/ pastel tone will never last 6 weeks but to make sure it lasts as long as possible it is advised to recommend E-Line retail products such as colour shampoo and conditioner and also to apply a little E-Line Fix Colour after every shampoo. Fix colour seals the cuticle of the hair to trap the colour molecule inside for longer.

Joanna Maxwell



DIVINA.one.mixers

NEW MIXER 0.33 / INDISPENSABLE FOR:

- A. Mixing with ultra light blondes.** We'll obtain a warm blonde (with golden highlights).
- B. Mixing with coppers.** You get intense shine and highlights (Indispensable for coppery lovers).
- C. Mixing with Divina.one mixers.** We'll obtain unimaginable fantasy colors (with own personality).

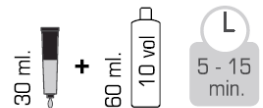
MIXING CHART / PRACTICAL EXAMPLES.

[*Calculated for 30 gr. of cream]

Technical and special colors. To create fantasy, fashion or to use in technical situations.

MODE OF USE.

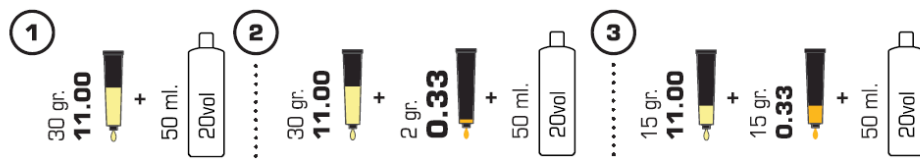
Always use the mixture **1 + 2** with **10 vol.** oxidizing.



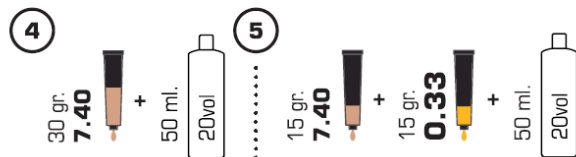
PREPARATION AND MIXTURE.

Empty out the necessary quantity of Divina.One color and Divina.Oxi in a non-metallic bowl and mix until a homogenous crea mis achieved.

A. TO ENHANCE BLOND COLOURS. Achieve the trendiest apricot blond!



B. TO ENHANCE COPPER COLOURS. Intense Copper:

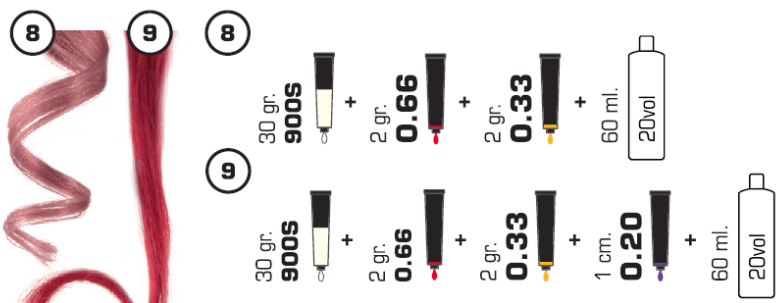
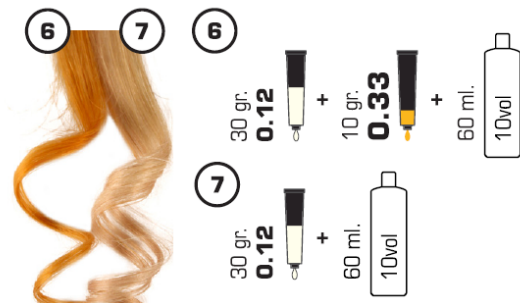


The final result will vary depending on the quantity of the extra reflection used once is mixed with the selected tone. !

C. TO CREATE TRENDY OR FANTASY COLOURS.

/ Coppery gold.

/ Soft Pink. / Fuchsia Pink.



Divina.Pure

Simply natural, totally professional

Features



Main action

Permanent, ammonia-free hair colour

Technology: ÓLEO-K-RICH Technology

Active ingredients / formula:

Ammonia-free
Fragrance-free
Paraben-free
Silicone-free

Presentation: 60 ml. tube.



AMMONIA-FREE hair colour with intensive treatment properties. Respects hair and the environment.



ÓLEO-K-RICH. THE SECRET OF ITS FORMULATION

KERATINA



+

SILK



+

BRAZIL NUT OIL



Natural extracts, oils carefully chosen for their function and properties, and a combination of direct pigments that maximize comfort during the coloring process.

DIVINA PURE has been enriched with Óleo-k-Rich, a new active complex that acts deep down, thanks to the powerful cosmetic properties of its ingredients.

YOU WILL GET:
RICH, RADIANT COLORS
SILKY, SHINY HAIR
LONG-LASTING RESULTS



WHAT IT IS?

- A hair coloring with **powerful treatment** effects that is still respectful of both your hair and the environment.
- Ingredients such as ammonia and artificial fragrances have been eliminated, making way for new formulas that guarantee **maximum comfort** and care for your **client's hair**.
- Both the packaging and all the materials used to present this product are **ecological and recyclable**.
- A specific coloring line for a specific target and a **current demand booming**.

WHY DIVINA PURE?

DIVINA PURE, thanks to its formulation, offers your ingredient conscious clients a **unique experience** of beauty and well-being.

It's been formulated to reduce the risk of developing allergy* whilst still delivering color vibrancy, lastingness and coverage without compromise. So simple, it's brilliant.

ESPECIALLY RECOMMENDED FOR:

- It's formula makes it ideal for all hair types.
- People with a sensitive scalp*, who have given up on coloring their hair because of the characteristic itching and stinging.
- Committed people with respect for the environment.
- People who are sensitive to ammonia and/or artificial fragrances.
- Those who have never colored their hair.
- Improving the coloring of overly porous hair.

*Although the risk of developing new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an Allergy Test 48h before each coloration. Strictly follow safety instructions. If your client has ever experienced an allergic reaction to hair colorants, you should not color.



ÓLEO-K-RICH THE SECRET FORMULA

DIVINA PURE has been enriched with **ÓLEO-K-RICH**, a new active complex that acts deep down, thanks to the powerful cosmetic properties of its ingredients:



ÓLEO-K-RICH THE SECRET FORMULA

Natural extracts, oils carefully chosen for their function and properties, and a combination of direct pigments that maximize comfort during the coloring process.



KERATIN
Protects and
strengthens hair

SILK
Hydration and
smoothness

BRAZIL NUT OIL
Extreme shine and
nutrition

NATURAL COLORS IN VOGUE DISCOVER THE 10 NEW AND INCREDIBLE SHADES OF DIVINA.PURE





ECO-SUSTAINABLE HAIR COLOR

- Better Salon experience
- Reduced risk for allergies
- Healthier salon atmosphere
- Sustainable Packaging & manufacturing methods
- Certified packaging
- 39 sublime shades



Aluminium:

Elegant, natural, extremely resistant to corrosion.
This is the perfect material for our tubes.
When aluminium is used for cosmetic packaging, it is internally protected so that contact with the contents is perfect.
The recycling of aluminium uses an amount of energy equivalent to only 5% of that used for its production from scratch.
It's 100% recyclable and infinitely reusable.

Certified packaging:

PEFC certifications, which ensure that our materials come from managed forests in a responsible manner. Respectful packaging, at the forefront of fashion, seeking to be attractive, original and Eco-sustainable.

No superfluous packaging:

To minimize our impact on the environment, we chose to use only the minimum amount of packaging, avoiding excess.



NATURAL LINE

Natural standard:

- 1 Black
- 4 Dark chestnut
- 5 Chestnut
- 6 Dark blonde
- 7 Blonde
- 8 Light blonde
- 9 Very light blonde
- 10 Platinum blonde

Natural +:

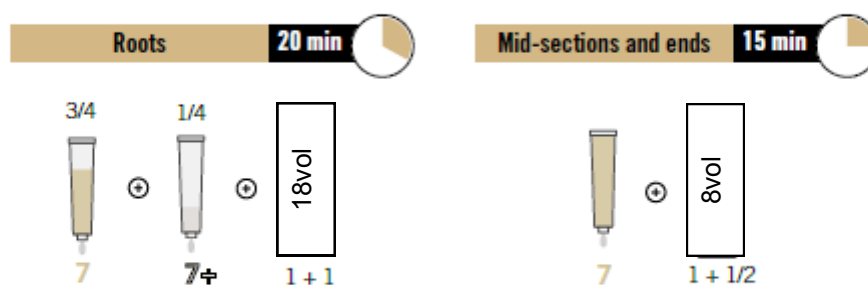
- 1+ Intense black
- 5+ Intense dark chestnut
- 7+ Intense natural blonde

The natural tones are the most important on the color chart, since they are the best-sellers that no hair salon should be without.

In the **Divina Pure** line, we have **natural standard** colors with warmer pigmentation and highlights and **natural plus+** colors with more intense pigmentation and cooler highlights. They can be used separately or mixed together for perfect coverage with more personalized shades.

example

80% grey hair.
Desired color: 7



If the hair is very bleached or damaged, apply directly throughout the hair.

COOL BROWNS LINE

Standard cool browns:

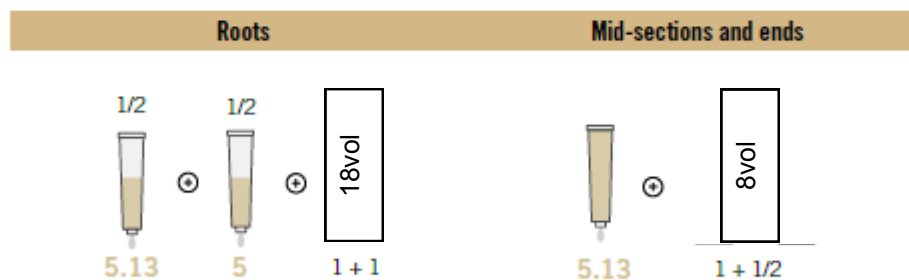
3.02	Dark brown
4.02	Brown
5.02	Havana brown
5.13	Chestnut brown
6.13	Light chestnut brown

Line of chestnut browns with barely-there highlights, for colors with very natural highlights. These tones are ideal for grey hair. Coverage strength up to 100%.

In case of more than 50% grey hair, for maximum coverage, we recommend mixing the desired tone with the appropriate base tone:



80% grey hair.
Base color: **5 chestnut brown**
Desired color: **5.13**



WARM BROWNS LINE

Standard warm browns:

6.23	Mediterranean sand
7.03	Caribbean sand
7.21	Desert sand
7.23	Light mediterranean sand

The highlight of this range its subtle, shiny natural highlights.

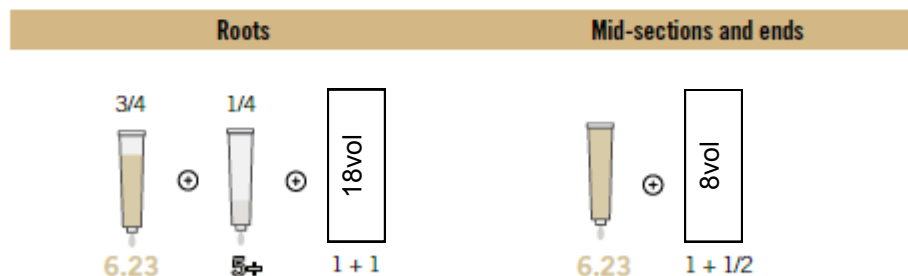
Can be applied directly to grey-free hair, using the appropriate oxidizer, according to the desired result.
For example, if we want:

Shine, highlights and tint: Use the color with 8 vol. oxidizer.
Lightening, coverage and shine: Use the color with 18 vol. oxidizer.
For greater lightening power: Use the color with 28 vol. oxidizer.

In cases where there is more than 50% grey hair, it is recommended to mix the desired tone with the appropriate base tone to obtain maximum coverage:



80% grey hair.
Base color: 6 chestnut brown
Desired color: 6.23



VIOLETS LINE

Standard violets:

4.20	Violin dark chestnut
5.20	Violin light chestnut
6.20	Violet

Has two intense violet highlight tones, with a lot of shine.

Highly recommended for people with dark pigmentation.

Level 4 bases are recommended for the application of these tones.

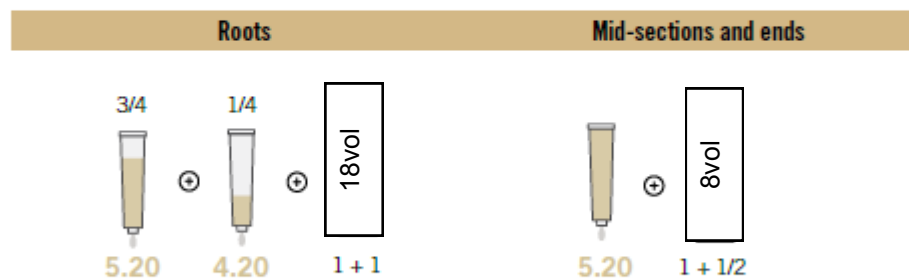
Violets are colors that are very flattering when combined with blacks and other dark tones.

They are also very attractive when used to tone highlights. For toning, 5/8 vol. oxidizer is recommended.



If we want to apply a **5.20** and we have more than 50% grey hairs, it is recommended to mix with violet **4.20**:

60% grey hair.
Medi-sections and ends: **5 chestnut brown**
Desired color: **5.20**



REDS LINE

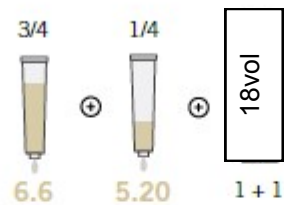
Standard reds:

- 5.6 Dark red
- 6.6 Burgundy red
- 6.66 Deep garnet red

It has two intense red highlight tones that are highly recommended for those with very dark pigmentation who want to change their color.

They are also very attractive when used to tint highlights. For tinting, 8 vol. oxidizer is recommended.

Mixing reddish tones with violet highlights creates very extreme, pretty colors.



COPPERS LINE

Standard coppers:

5.4	Coppery dark chestnut
6.40	Coppery light chestnut
7.40	Very light coppery brown

Two tones with a slight coppery highlight. These colors have very natural, shiny highlights.

These tones are very flattering on hair with 5, 6 or 7 bases.

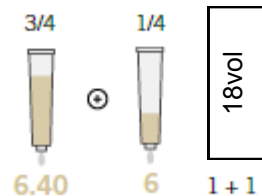
They are also very attractive when used to tint highlights. In this case, 8 vol. oxidizer is recommended.

For maximum coverage or in cases where there is more than 50% grey hair, it is recommended to mix the tone to be applied with the appropriate base tone.

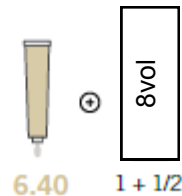
example

60% grey hair.
Base color: 6
Desired color: 6.40

Roots



Mid-sections and ends



ASH LINE

Standard ash:

5.1	Very dark ash
6.1	Dark ash
7.1	Light ash
8.1	Very light ash
8.1+	Light ash blonde +
9.1+	Ash blonde +
8.13	Sandy blonde +
9.13	Light sandy blonde +
9.12	Pearly blond
9.01	Silver blond

It could be said that the ash line is technically the most complicated and most difficult to work with.

They are tones in high demand by clients, but they are also so cool and penetrating that they tend to be dull and unflattering.

On very light bases, the hair absorbs the highlight very quickly and it can turn out too ashy in color, making the hair too dark.

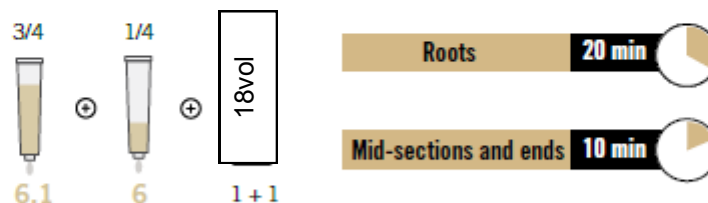
Tones **9.12** y **9.01** are recommended to tone highlights, especially those that are too orange (an effect that sometimes occurs with bleaching). The iridescent and ash highlights of these tones perfectly neutralize these undesired highlights.

To obtain ash highlights, the tone to apply must be **1 tone lighter** than the application base, for example: Desired base color: **6.1** → Color to apply: **7.1**

In cases where we have more than 50% grey hair at the roots and we want an attractive ash highlight, we need to mix the ash color with the base color:

example

70% grey hair.
Base color: **6**
Desired color: **6.1**



DIVINA PURE, IDEAL APPLICATION BASES

	BASE SHADE						MAX. COVERAGE IN:
	10 Light blonde	8 Blonde	7 Medium blonde	5 Light brown	4 Medium brown	3 Dark brown	Hair with more than 50% of white hair
Cool Browns	x	x	5,02/5,13/6,13	4,02/5,02/6,13	3,02/4,02/5,02/6,13	3,02/4,02	The best coverage is achieved by mixing ¾ of the highlight color and ¼ of the natural shade. E.g. 3/4 of DIVINA PURE 6,23 + 1/4 of Divina Pure 5+.
Warm Browns	x	7,23/7,03/7,21	6,23/7,23/7,21/7,03	6,23/7,23/7,21/7,03	6,23	x	
Coppers	x	7,40/6,40	5,4/6,40/7,40	5,4/6,40/7,40	5,4	x	
Violets	x	6,20	6,20/5,20	4,20/5,20	4,20/5,20	4,20	
Reds	x	6,66/6,6	6,66/6,6	5,6/6,6/6,66	5,6/6,6	x	
Ashes	8,1/8,1+/9,1+	7,1/8,1/8,1+/9,1+	6,1/7,1/8,1/8,1+	5,1/6,1	5,1	x	
Light ash blondes	9,12/9,01	9,12/9,01	x	x	x	x	
Light Sand blondes	8,13/9,13	8,13/9,13	8,13	x	x	x	
Black	x	x	x	x	1/1+	1/1+	
Dark Brown	x	x	x	4/5/5+	4/5/5+	4	
Blonde	x	7/7+	7/7+/6	6	x	x	
Light blonde	8	8	8	x	x	x	
Lightest blonde	9	9	x	x	x	x	
Platinum blonde	10	10	x	x	x	x	



Color activating cream specially designed for DIVINA PURE.

It is essential to use this color activator to boost the joint action of the active ingredients in its formula.

4 actuation levels, for diferent technical intensities:

5 **1,5** . **8** **2,4**
VOLUM % VOLUM %

DESIRED EFFECT:

- Tone on tone.
- Extra luminosity and shine.
- No lift.

ESPECIALLY INDICATED:

Fine & sensitive scalps.

NOT RECOMMENDED:

Lots of grey hair.

18 **5,4**
VOLUM %

DESIRED EFFECT:

2 levels fit.

ESPECIALLY INDICATED:

Lots of grey hair.

28 **8,4**
VOLUM %

DESIRED EFFECT:

3 levels fit.

ESPECIALLY INDICATED:

For the application of light shades colours.

NOT RECOMMENDED:

Fine & sensitive scalps.

GREY HAIR

NO GREY HAIR

5 vol.
1,5%

DESIRED EFFECT /
Tone on tone / Extra radiance
and shine / no lift.
ESPECIALLY INDICATED /
Thin, sensitive scalps.
NOT RECOMMENDED /
Very grey hair.

1+1,5

Divina.Pure
1 tube
60 ml

Activating
Cream
5 vol.
90 ml

Processing
time
**WITHOUT
HEAT**
- 5/15 min -

8 vol.
2,4%

DESIRED EFFECT /
Tone on tone / no lift.
ESPECIALLY INDICATED /
Fine & sensitive scalp.
NOT RECOMMENDED /
Lots of grey hair.

1+1,5

Divina.Pure
1 tube
60 ml

Activating
Cream
8 vol.
90 ml

Processing
time
WITH HEAT
- 20 min -

Processing
time
**WITHOUT
HEAT**
- 35 min -

18 vol.
5,4%

DESIRED EFFECT / 2 levels lift.
ESPECIALLY INDICATED / Lots of grey hair.

1+1

Divina.Pure
1 tube
60 ml

Activating
Cream
18 vol.
60 ml

Processing
time
WITH HEAT
- 20 min -

Processing
time
**WITHOUT
HEAT**
- 35 min -

1+1,5

Divina.Pure
1 tube
60 ml

Activating
Cream
18 vol.
90 ml

Processing
time
WITH HEAT
- 20 min -

Processing
time
**WITHOUT
HEAT**
- 35 min -

28 vol.
8,4%

DESIRED EFFECT /
3 levels lift.
ESPECIALLY INDICATED /
For the application of light
shades colours.
NOT RECOMMENDED /
Fine & sensitive scalp.

1+1,5

Divina.Pure
1 tube
60 ml

Activating
Cream
28 vol.
90 ml

Processing
time
WITH HEAT
- 20 min -

Processing
time
**WITHOUT
HEAT**
- 35 min -

NO GREY HAIR



eva PROFESSIONAL
HAIR CARE