

TIGI® copyright
©olour™
creative

1 tube/2 oz./60ml e /58g



Permanent crème emulsion which has been formulated as a complete intermixable haircolour collection. Create a personalised formulation to lighten up to four levels, darken, or change the tone of the hair. TIGI copyright©olour creative can be used to disguise, blend, or cover up to 100% of non-pigmented hair.

Designed to be used with all TIGI copyright©olour activator strengths to darken, lighten, or stay on the same level.

Range consists of 46 shades providing endless opportunities for colour creation.

Mixing

Mix 1 tube of TIGI copyright©olour creative with recommended TIGI copyright©olour activator 8.5vol/2.55% up to 40vol/12% using a non-metallic bowl and brush. TIGI copyright©olour creative has a recommended mixing ratio of 1:1.5.

NO HEAT! Heat is not required or recommended.

Activator Options

| Activators | Level of Lift | Main Purpose |
|--------------|--------------------------------------|--|
| 8.5vol/2.55% | 0-1 level of lift with tonal deposit | Darkening, adding, and changing tone on the same level, up to 1 level of lift, blending of non-pigmented hair & refreshing mid-lengths and ends. |
| 20vol/6% | Up to 2 levels of lift | Up to 100% coverage of non-pigmented hair, darkening, lightening up to 2 levels on natural hair, adding or changing tone. |
| 30vol/9% | Up to 2-3 levels of lift | Lightening up to 3 levels on natural hair, adding or changing tone. |
| 40vol/12% | Up to 4 levels of lift | Lightening up to 4 levels on natural hair, adding or changing tone. |

Application

Apply TIGI copyright©olour creative to dry, unwashed hair using a bowl and brush. **Recommended processing time: minimum of 35 minutes.**

Virgin head application

When lightening, adding, and/or changing tone:

—With chosen target shade, apply lower TIGI copyright©olour activator e.g. 20vol/6% to the first inch of the hair from scalp.

—With the remaining hair, using the same target shade, apply using a higher TIGI copyright©olour activator e.g. 30vol/9%.

Note: If using 30vol/9% at the first inch of the hair, 40vol/12% has to be used on the remaining mid-lengths and ends.

Virgin head application

When darkening, adding, and/or changing tone including coverage of non-pigmented hair:

—With chosen target shade, mix using 8.5vol/2.55% for purely darkening or 20vol/6% for non-pigmented hair.

—Apply colour directly to the new growth area focusing on the first inch of hair from the scalp, then immediately take the colour onto the mid-lengths to the ends.

—Once application is complete, process for full development time of minimum 35 minutes.

Retouch application

(New growth of maximum 1.5 inches) When lightening, darkening, adding, or changing tone or coverage of non-pigmented hair:

—Mix chosen TIGI copyright©olour target shade with TIGI copyright©olour activator.

—Apply colour to new growth area only.

—Follow recommended refreshing technique to support colour at the new growth root area.

If new hair growth exceeds 1.5 inches and you wish to lighten the hair, follow options 1 or 2 above.

Note: When colouring hair for the first time, always assess the porosity and condition carefully. If condition is poor and/or hair is porous on the ends, it is recommended that you leave the ends of the hair out during the first 15 minutes and apply colour those areas at the same time as the colour is applied to the new growth (roots). This ensures that hair maintains condition.

