

REF COLOUR SYSTEMS

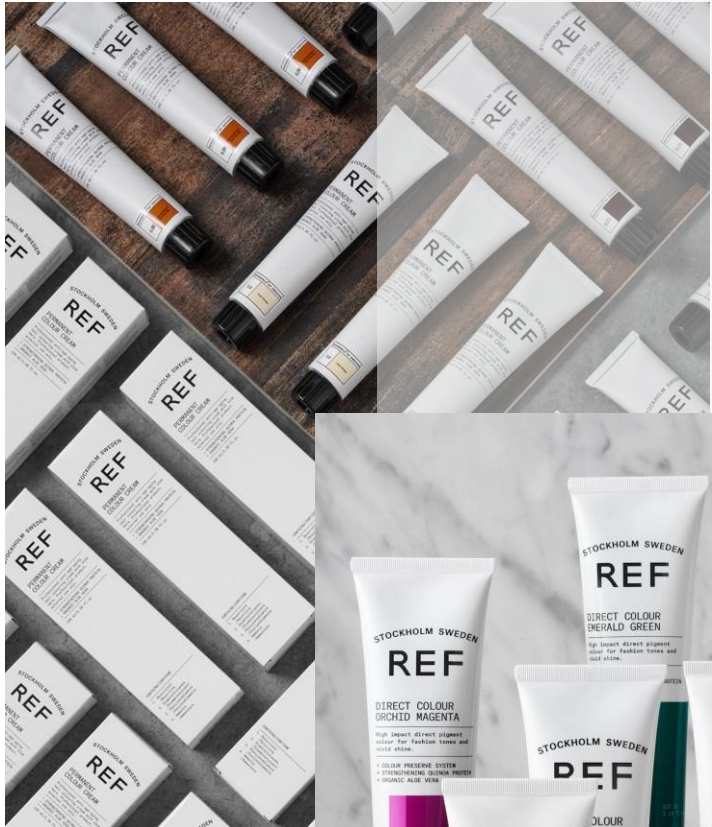


STOCKHOLM SWEDEN

REF
ACADEMY



COLOURING PRODUCTS



Strengthening Quinoa Protein



- ✓ "The Keratin of Nature"
- ✓ Protects hair
- ✓ Gives shine and moisture
- ✓ Should always be communicated as
Strengthening Quinoa Protein

Aloe Vera

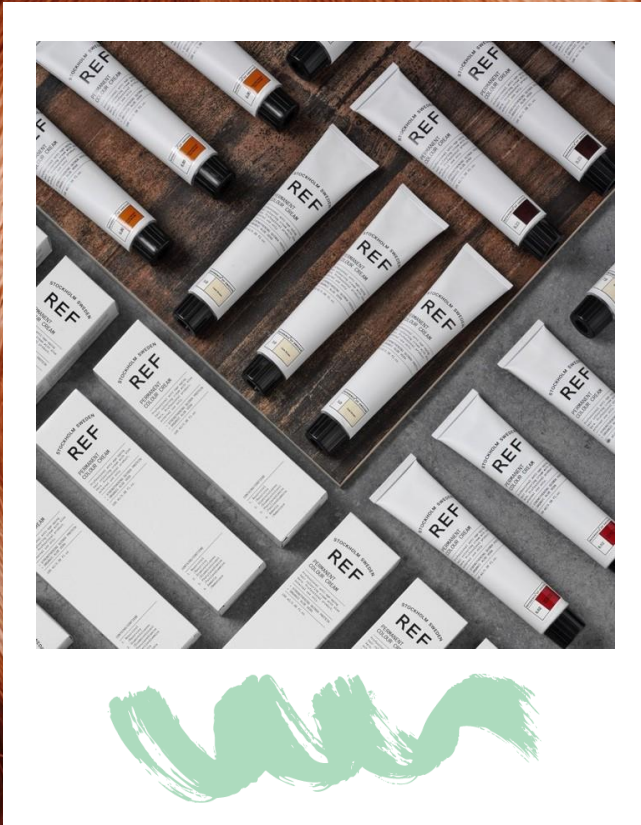


- ✓ Scalp Soothing
- ✓ Moisturizing for Hair & Scalp
- ✓ Reduces Scalp Irritation
- ✓ Relieves Itching
- ✓ Kills Bacteria

permanent
COLOUR



FEATURES AND BENEFITS



PERMANENT COLOUR

- ✓ 89 Shades
- ✓ 9 Boosters
- ✓ 100% Vegan
- ✓ Natural Olive Green Base
- ✓ Less Than 2% Ammonia Content
- ✓ 60% Dye Load
- ✓ Gluten free
- ✓ A gentle hair colour with full-coverage
- ✓ Anti-Aging System, Antioxidant Shielding Thermus Thermophilus





SETTING SALONS UP FOR SUCCESS

Classification



Method



LEVEL OF DEPTH

1. Black
2. Extra Dark Brown
3. Dark Brown
4. Brown
5. Light Brown
6. Dark Blonde
7. Blonde
8. Light Blonde
9. Very Light Blonde
10. Extra Light Blonde
- *12. Special High Lift

COLOUR REFLEX

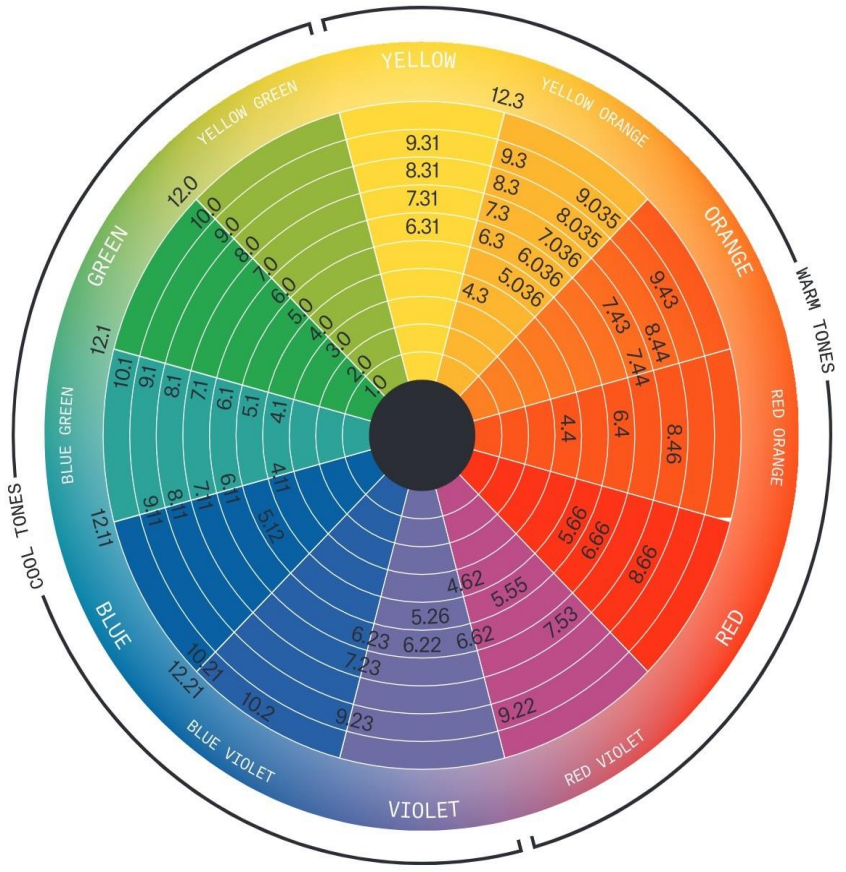
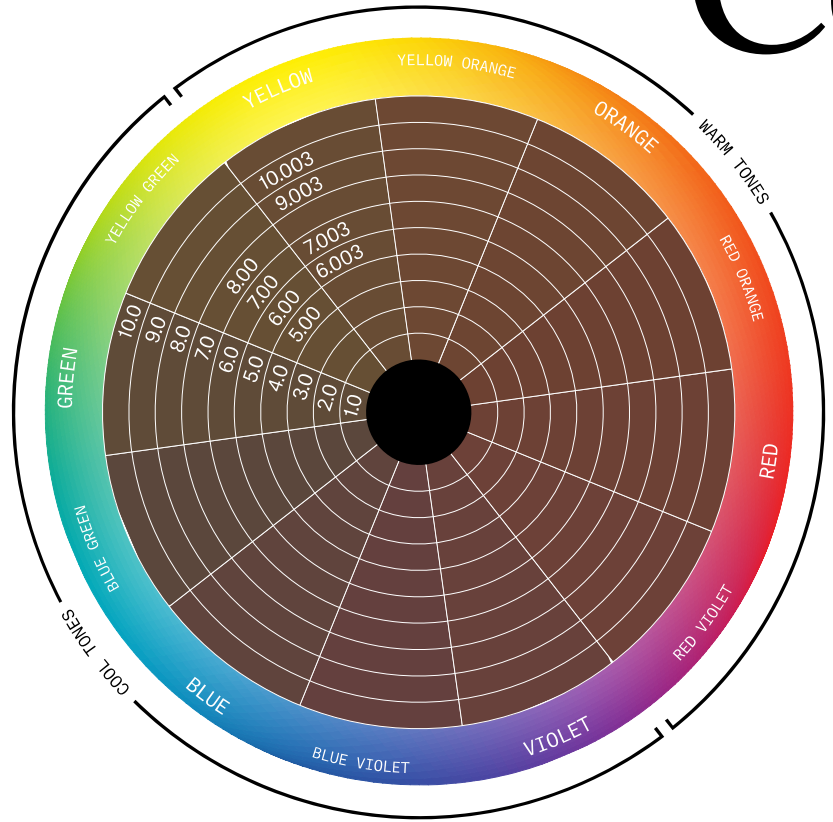
- .0 Natural
- .00 Intense Natural
- .1 Ash
- .2 Pearl
- .3 Golden
- .4 Copper
- .5 Red Brown
- .6 Red



Permanent



Colour Wheels



Colour Ratio



SHADE	NATURAL LEVEL	PRIMARY LEVEL	SECONDARY REFLEX	ADDITIONAL NOTES
7.0	100% Blonde level 7 Natural olive greenbase			
7.00	100% Blonde level 7 Natural olive greenbase			*Double pigment load for resistant grey *May appear deeper
7.3	50% Blonde level 7 Natural olive greenbase	50% Gold		
7.31	50% Blonde level 7 Natural olive greenbase	30% Gold	20% Ash	
7.036	70% Blonde level 7 Natural olive greenbase	20% Gold	10% Red	
7.003	90% Blonde level 7 Natural olive greenbase	10% Gold		*Double pigment load for resistant grey *May appear deeper
7.44	25% Blonde level 7 Natural olive greenbase	75% Copper		*Double numbers after the decimal are less brown and more intense/fashion

Developer and processing



DEVELOPER	LIFT	PROCESSING TIME	MIXING RATIO
10 vol. 3%	Same level or darker	30 minutes	1: 1,5
20 vol. 6% *optimum grey coverage	1-2	30 minutes *45 minutes – resistant grey	1: 1,5
30vol. 9%	3	30-35 minutes	1: 1,5
40 vol. 12%	4	35-40minutes	1: 1,5
30 vol. 9% or 40 vol. 12% mixed with 1:2.5 High Lifts	4-5	50 minutes	1: 2,5

GREY COVERAGE

tools

SERIES TO CHOOSE

- ✓ .0 Normal Grey Coverage
- ✓ .00 Resistant Grey Coverage
- ✓ .003 Grey Fashion Grey Coverage

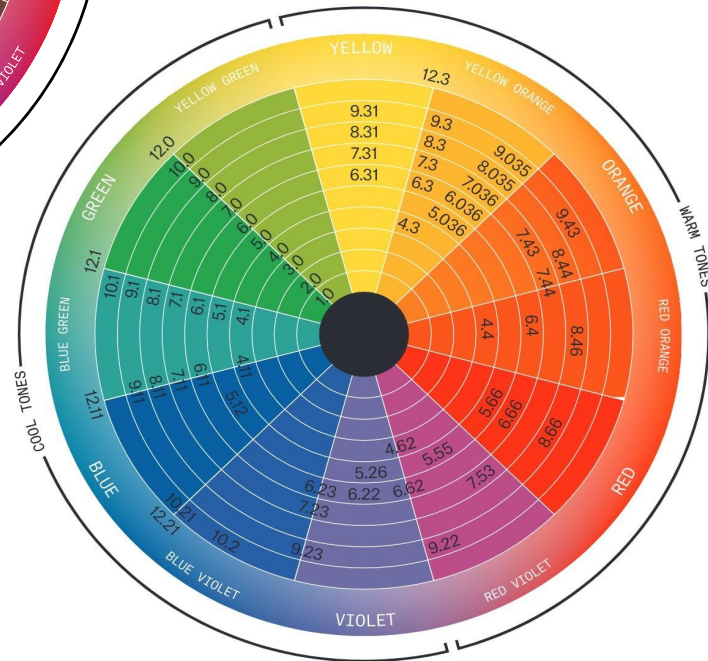
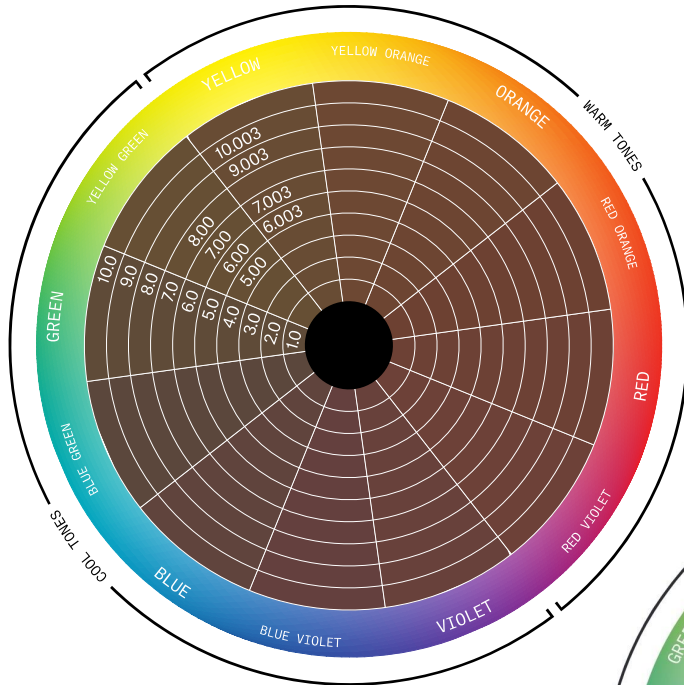
OPTIONS TO CHOOSE

- ✓ Equal parts colour to 10 vol. or 20 vol
- ✓ Replace 25% of your formula with the .00's or .003's

% GREY	GREY COVARAGE .0 or .003	SHADE	10Vol. or 20Vol.
25-50%	5g	15g	30g
50-75%	10g	10g	30g
75-100%	15g	5g	30g

*This is a guideline – there are various ways to achieve excellent grey coverage.
All hair reacts differently to grey coverage.
Ensure proper analysis of hair texture and % of grey.*

Formula Translation

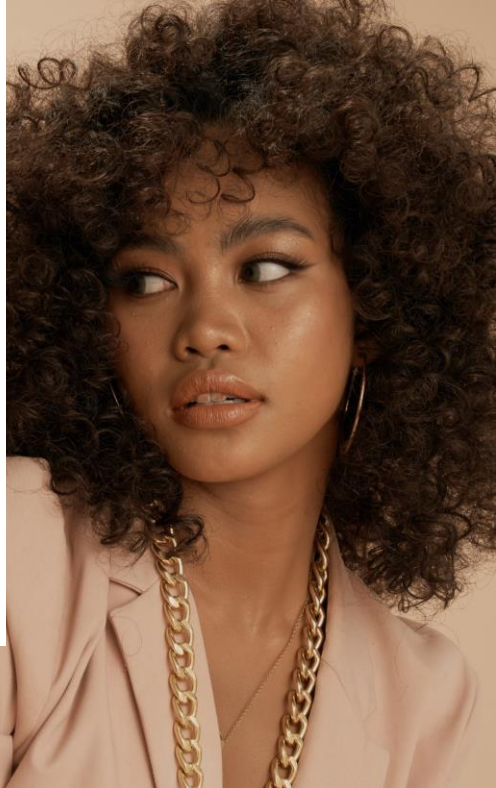


- Reference REF color wheel
- Check color ratios
- If a tone or variation of a natural was used previously, use it again
- Use same developer as previously used
- Do not apply heat – integrity of product
- Process full time
- Ensure salon has all the tools for success such as Boosters
- *We do not recommend toning/glossing with permanent color as a standard go-to

SOFT COLOUR



FEATURES and BENEFITS

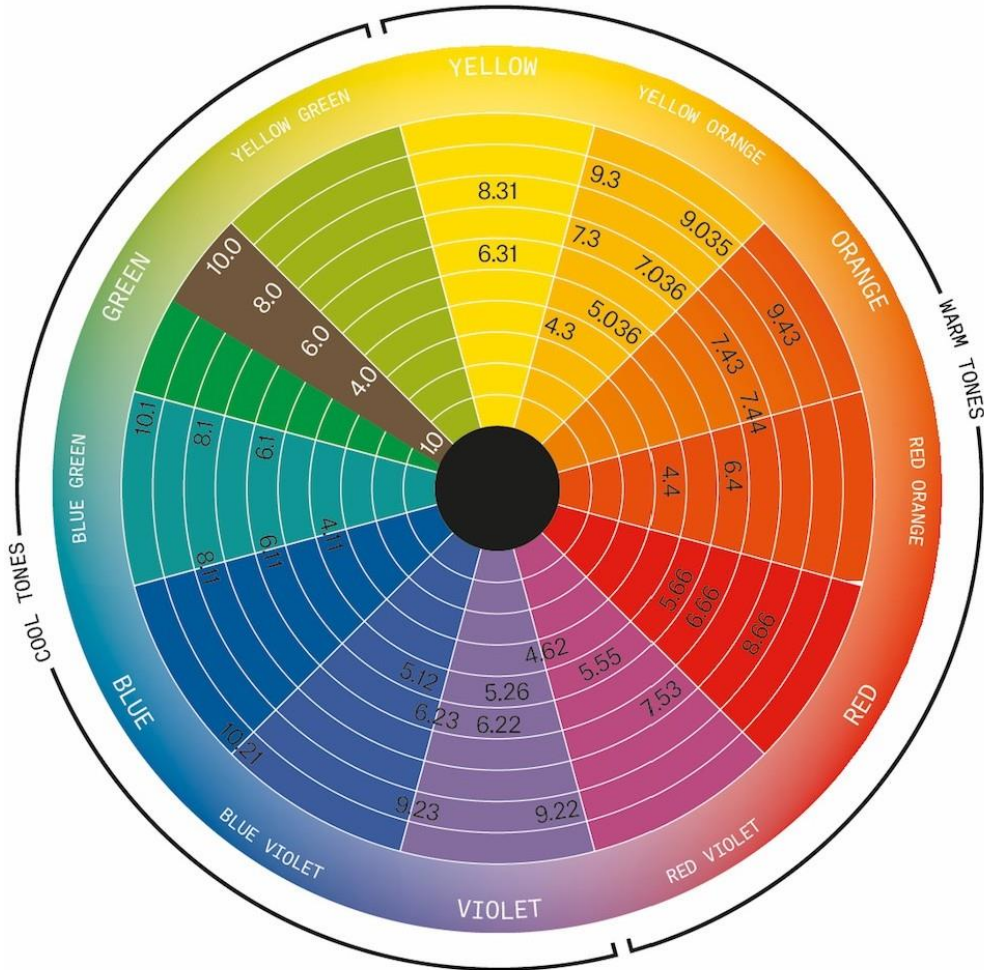


SOFT COLOUR

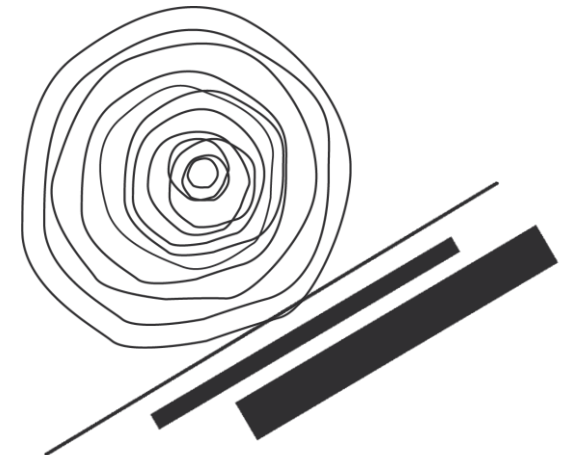
- ✓ Strengthening Quinoa Protein
- ✓ Soothing Aloe Vera
- ✓ Ammonia free
- ✓ Olive Oil
- ✓ Semi/Demi Capabilities
- ✓ Liquid Oil base for easy mix & application
- ✓ Shades match REF Permanent Colour system
- ✓ 100% VEGAN



SOFT COLOUR



- ✓ Shine service
- ✓ Grey blending & refresh ends
- ✓ All over semi/demi deposit
- ✓ Deposit tonal adjustments
- ✓ Dimensional service
- ✓ Lowlights
- ✓ Glossing/Toning
- ✓ Re-pigmentation/Tint back
- ✓ Post Perm



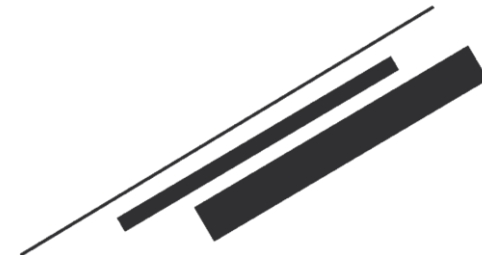
SOFT COLOUR



processing



NATURAL HAIR	REFRESH	GLOSS
30 minutes	20 minutes	5-20 minutes



SOFT COLOUR



chemistry

1.9% 6vol.

3% 10vol.

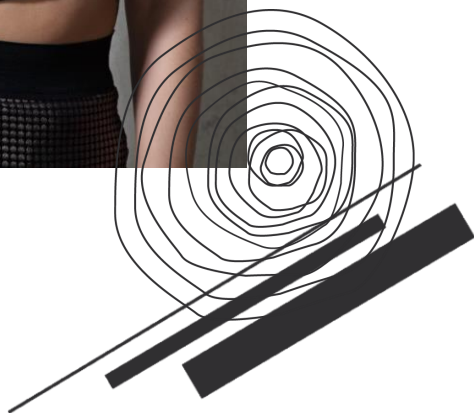
SOFT COLOUR MAY BE USED WITH 1.9% 6vol. OR 3% 10vol.

- ✓ 1.9% 6 vol. will result in a semi effect with gradual release for a softer line of demarcation.
- ✓ 3% 10 vol. will result in a more demi / light permanent effect with slower release and slight line of demarcation.

Clear 0.00 can be used to sheer any shade it is added to.

Clear 0.00 may also be used as a clear gloss or shine service.

BOTTLES MUST BE SHAKEN BEFORE EVERY USE



BLONDE.ID



FEATURES and BENEFITS



HIGH-LIFT

- ✓ 9+ Levels of lift
- ✓ Dust-free powder with incredible texture
- ✓ 100% Vegan
- ✓ Soothing Aloe Vera
- ✓ Strengthening Quinoa Protein
- ✓ Anti-Yellow molecules for clear, blonde results
- ✓ Easy mixing
- ✓ Guarantees fast bleaching services

White Clay



- ✓ Our new bleaches contain Kaolin which is a white clay
- ✓ High in minerals
- ✓ Creates a creamy and soft texture
- ✓ A soothing ingredient that suits dry/sensitive skin
- ✓ Healing properties
- ✓ Kills bacteria



BLONDE.ID

HIGH-LIFT

STOCKHOLM SWEDEN

REF

BLONDE.ID

HIGH-LIFT

HIGH LEVEL BLEACH FOR PROFESSIONAL USE

*Soothing aloe vera, strengthening
quinoa protein, dust free.*

POUDRE DÉCOLORANTE

9+

LIFT

HIGH-LIFT



mixing ratio



RATIO	VOLUME	PROCESSING TIME	LEVEL OF LIFT
1:2	10 Vol	30 minutes	6-7 Levels
1:2	20 Vol	30 minutes	8+ Levels
1:2	30 Vol	30 minutes	9 Levels
1:2	40 Vol	45 minutes	9+ Levels

The processing time will depend on hair colour, porosity and condition of the hair, the technique used, the volume of hydrogen peroxide and how many levels will be lifted.

HIGH-LIFT

SERIES TO CHOOSE

Mix REF High-Lift Bleach with REF Developers to customize the formula, and achieve the desired result.

The processing time will depend on hair colour, porosity and condition of the hair, the technique used, the volume of hydrogen peroxide and how many levels will be lifted.



10vol. & 20vol.

Suitable for application on the hair root, for a softer, gentle lift.

30vol. & 40vol.

Can be used throughout the hair shaft for a higher lift, and should not come in direct contact with the scalp.

BLONDE.ID BALAYAGE



FEATURES and



BENEFITS



BALAYAGE

- ✓ 8 Levels of lift
- ✓ Dust-free powder
- ✓ 100% Vegan
- ✓ Soothing Aloe Vera
- ✓ Strengthening Quinoa Protein
- ✓ Double shot of Mineral White Clay which makes the formula thicker and more chalky.

BALAYAGE



MIXING RATIO



LEVEL OF LIFT	VOLUME	RATIO	PROCESSING TIME
6 ½ Steps	20 Vol	1:1.5	30 minutes
7 ½ Steps	30 Vol	1:1.5	30 minutes
8 + Steps	40 Vol	1:1.5	40 minutes
6 Steps	20 Vol	1:2	40 minutes
7 Steps	30 Vol	1:2	45 minutes
8+ Steps	40 Vol	1:2	45 minutes

The processing time will depend on hair colour, porosity and condition of the hair, the technique used, the volume of hydrogen peroxide and how many levels will be lifted.

Direct colours



FEATURES

and BENEFITS



USAGE

- ✓ Add tonal characteristics to natural hair
- ✓ Add intense vibrant colour to pre-lightened hair



Saffron
Yellow



Emerald
Green



Denim
Blue



Violet
Grape



Orchid
Magenta



Radiant
Red

Proplex



FEATURES

and BENEFITS



PROPLEX

- ✓ Hybrid cocktail – High concentration of active principles
- ✓ Protects, prevents damage & enhances condition
- ✓ Reconnects bonds while protecting internal structure
- ✓ Adds elasticity, strength & suppleness
- ✓ Provides broad natural protection against UVA/UVB-rays

PRODUCTS

01. Bonder (Professional)
Add to Colour or Bleach

02. Perfector (Professional)
Add after Colour,
Glaze or Gloss

03. Maintainer (Retail)
At home maintenance

PROPLEX ingredients



STRENGTHENING QUINOA PROTEIN

Extra concentration provides the hair with essential amino acids for long-lasting strength and repair.



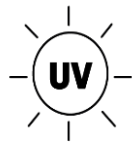
JOJOBA SEED OIL

Treats the cortex of the hair, adding shine and improving elasticity.



VITAMIN E

Protects the hair, providing internal nourishment from the inside while its antioxidant properties help to neutralize any residual oxidation from colouring or bleach/lightening services.



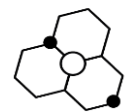
COLOUR PRESERVE SYSTEM

Provides powerful, full spectrum UVA/UVB sun protection which can also protect natural hair colour from fading following UV exposure.



VITAMIN B5

(Panthenol) spreads evenly on the surface of hair strand, forming a smooth, protective shield. This shield locks the other 4 ingredients into the hair - creating enhanced light reflecting qualities.



STYLING AGENT

A highly developed technology which helps connect itself to the hair, protecting and improving the strength and condition of the hair.



PROPLEX

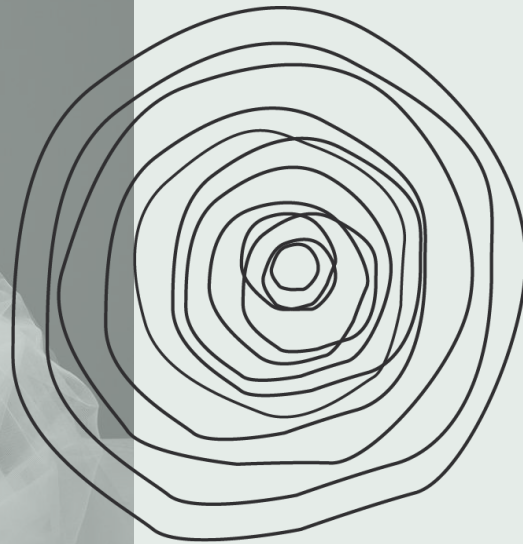
USAGE

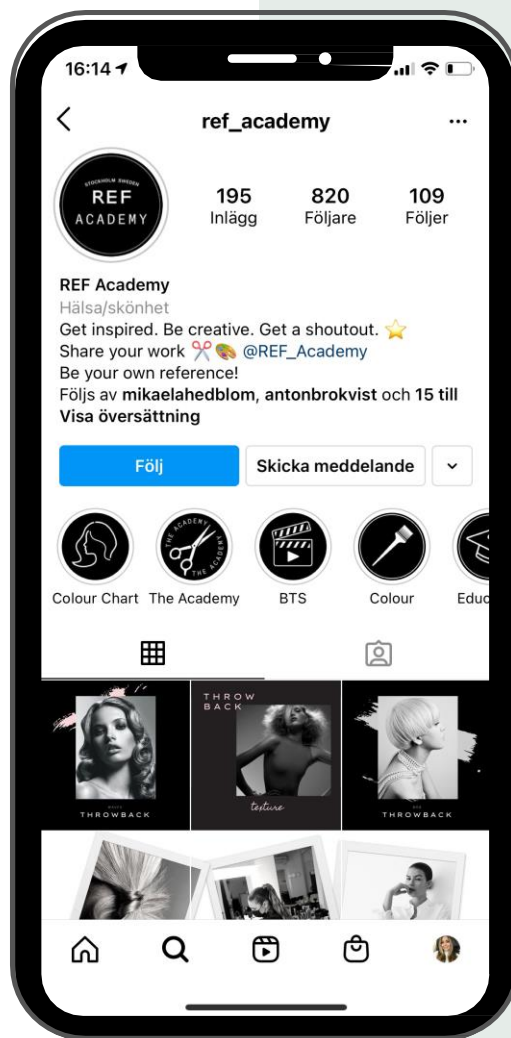
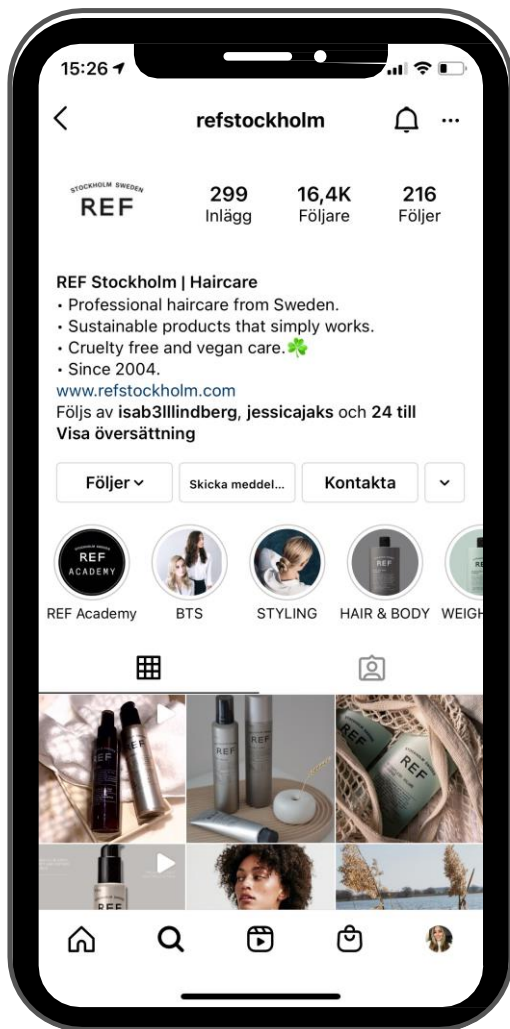
- ✓ Prepare Colour or Bleach
- ✓ Add Proplex 01. Bonder to prepared mixture
- ✓ Apply mixture and process as usual
- ✓ Rinse thoroughly (shampoo if necessary)
- ✓ Finish with Proplex 02. Perfector and leave for 10 min
- ✓ Rinse





QUESTIONS?
THANK YOU!





@REF_ACADEMY
#REF_ACADEMY
@REFSTOCKHOLM
#REFSTOCKHOLM

JOIN OUR COMMUNITY

