

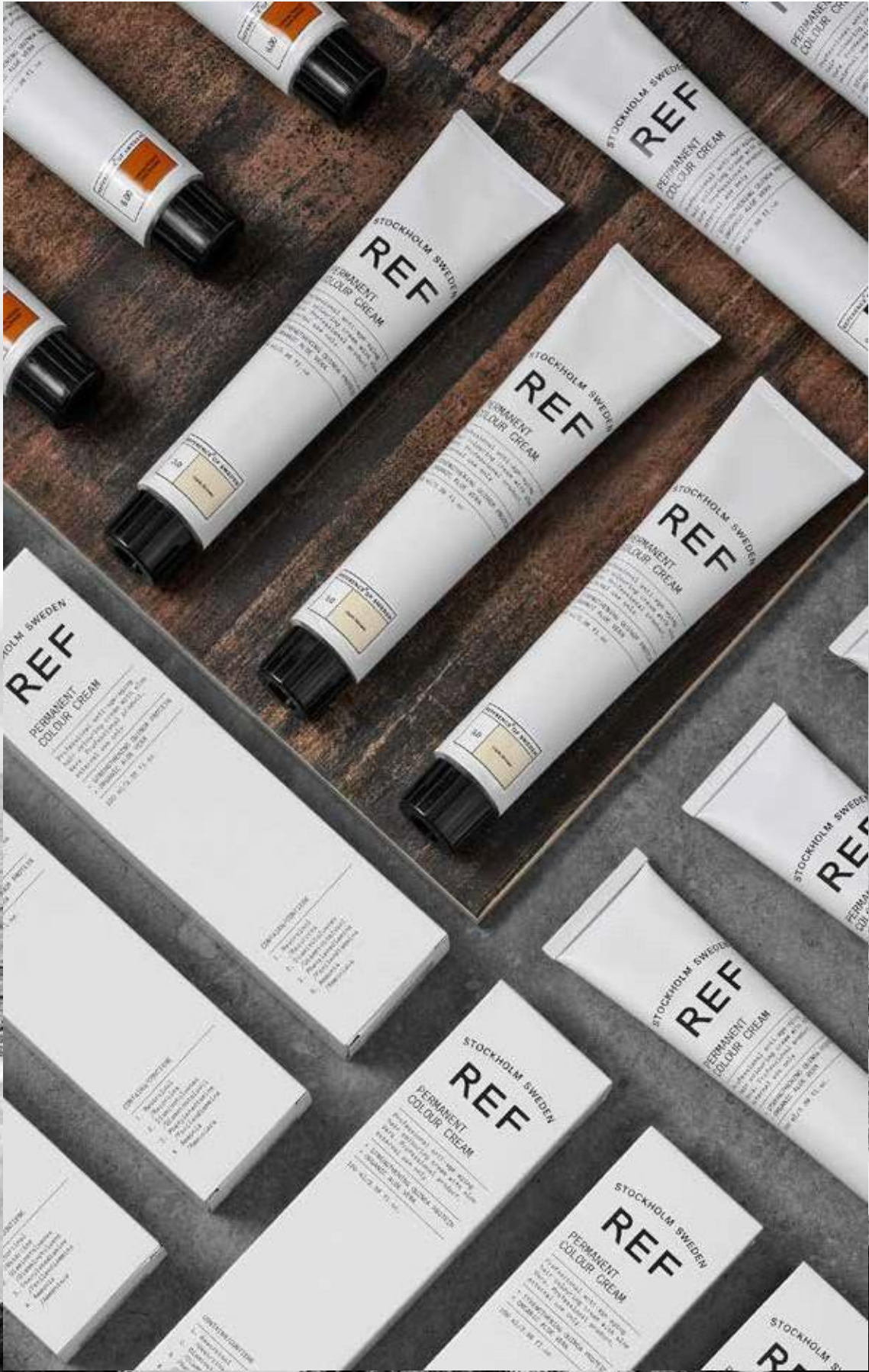
STOCKHOLM SWEDEN

REF

COLOUR MANUAL 2021

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KEY INGREDIENTS

REF hair colour limits the amount of chemicals used in the production of its products adding natural ingredients to enhance condition, shine and durability to our colouring system.

QUINOA PROTEIN

Quinoa Protein has among the widest natural spreads of essential amino acids derived from nature. It assists in the repair, protection, shine and conditioning of hair. This helps to preserve hair's NaturalBeauty.

ALOE VERA

Long known for its healing and moisturising properties, Aloe Vera also brings antibacterial and soothing ingredients to the scalp during the process.

LOW AMMONIA

With less than 2% average ammonia content, REF ensures proper lift and deposit ratios at any level of colour choice.

ANTI AGING

Our colours contains "Thermusthermophilus", an effective, heat activated antioxidant that protects the hair and scalp from both UVA and UVB rays.



REF COLOURING SYSTEM – VISION

HIGH TECHNOLOGICAL FORMULA

Gentle innovative formulas developed with the best ingredients. REF offers colours that are easy to use and many fantastic shades.


REF PERMANENT COLOURS

- 90 SHADES
- LESS THAN 2% AMMONIA
- 60% DYE LOAD
- 100% VEGAN

- Improved comfort, moisturising properties and soothing ingredients to the scalp.
- This helps to preserve hair's Natural Beauty.
- Affordable – 1part Colour to 1.5 Part Developer



FEATURE & BENEFITS

- 
1. REF's hair colouring system is 100% Vegan.
 2. Quinoa protein called nature's protein contains essential amino acids that assist in protection, repair, strength, shine and conditioning of the hair.
 3. Aloe vera - long known for its healing and moisturising properties, brings antibacterial and soothing ingredients to the scalp during the colour process. It relieves itching and provides illuminating shine.
 4. Low ammonia – With less than 2% average ammonia content, REF ensures proper lift and deposit ratios at any level and colour choice. A more gentle grade of ammonia.
 5. Anti aging - contains "thermos thermophilus" an effective, heat activated antioxidant that protects the hair and scalp from both UVA and UVB rays. Promotes ceramide production which helps prevent aging of the hair and scalp. Helps maintain healthy looking hair.
 6. 60% dye load allows for excellent grey coverage but allows optimal light reflection and high shine.
 7. Vacuum manufacturing. Our hair colour is produced with vacuum manufacturing. This is a digital process that helps keep the hair colour pure. Colour never comes in contact with air or oxidizing agents.
 8. Batch testing. Every batch of colour is tested to maintain consistency with PH, viscosity and dermatology. We mathematically test for consistency in colour tonality to ensure quality every time.
 9. Olive green neutral base that is neither cool nor warm. This ensures the colour to fade more on tone.
 10. User friendly, easy to understand international numbering system.
 11. 100% grey coverage. Double pigment .00 series for hard to cover grey, covers even the most challenging grey. This includes any Permanent Colour that has a .00 after the first decimal point, such as the .003 Bahiasseries.
 12. REF's hair colour provides outstanding shine.
 13. REF Boosters create unlimited customisable hair colour options by either enhancing or neutralising tones. For a more transparent result our Neutral Booster can be used.
 14. Excellent price-performance ratio, REF's colour saves money for the salon.



NUMBERING SYSTEM

REF HAIR COLOUR SYSTEM REFERS TO THE INTERNATIONAL NUMBERING SYSTEM:

- Number before the decimal = Level of depth
- 1st number after the decimal = Main reflex or tone
- 2nd number after the decimal = Secondary reflex or tone

HAIR COLOUR LEVELS & DEFINITION:

Lower number levels are the deepest colours, higher number levels are the lightest colours.

Example: 7.43

7 = Level of depth

4 = Primary reflex of

Copper 3 = Secondary reflex of Gold

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

.0 Natural

.00 Intense Natural *Double pigmented

1. Ash *blue/green

2. Violet *blue/violet

3. Gold

4. Copper

5. Red Brown

6. Red

12. High Lift Series. Not a level.

Shade	Natural Level with Olive Green Base	Primary Reflex	Secondary Reflex	Additional Notes
7.0	100% Blonde level 7			
7.00*	100% Blonde level 7			Double pigment load for resistant grey. *May appear deeper.
7.3	50% Blonde level 7	50% Gold		
7.31	50% Blonde level 7	30% Gold	20% Ash	
7.036	70% Blonde level 7	20% Gold	10% Red	
7.003*	90% Blonde level 7		10% Gold	Double pigment load for resistant grey. *May appear deeper
7.44**	25% Blonde level 7	75% Copper		**Double numbers after the decimal are less brown and more intense/fashion.

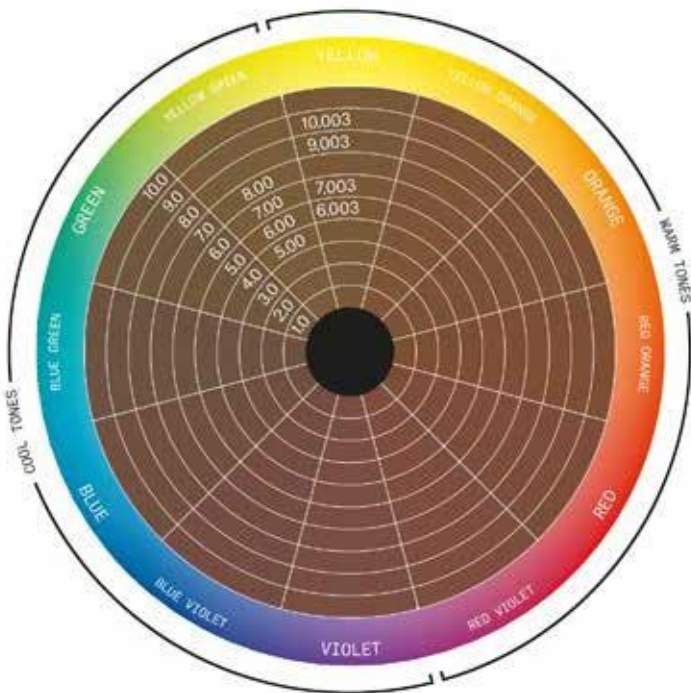
COLOUR WHEELS

The two colour wheels represent the basic colourimetry. The placement of the colours helps in defining the primary, secondary and tertiary colours and to identify complementary colours.

For example, the colour purple and yellow are on the opposite sides of the wheel, which shows that they are each other's complementary colours. Blended in equal parts, they neutralise the reflection.

The .00 and .003 are double pigmented shades which may give a darker result and are placed accordingly.

Mixing three primary colours = to obtain brown. The natural colours have a variable intensity of brown according to the level. This is to ensure a perfect grey coverage.



The first wheel shows the nuances that have a higher quantity of basic brown pigment for complete grey coverage where .00 och .003 are double pigmented colours that gives a deeper result, which appears in the placement.*

The second wheel shows the nuances that have a tonal reflection and give vibrant, intense colour results. They are placed accordingly.

- .0 Normal grey coverage
- .00 Resistant grey coverage
- .003 Fashion grey coverage

LEVELS & UNDERLYING PIGMENTS

LEVELS & SHADES

The levels 1-10. 1-5 represent the darker shades. 6-10 represents the lighter shades.

UNDERLYING PIGMENTS

The underlying pigments exposed when brightening / lightening.

NEUTRALISES

Colours directly opposite each other will neutralise or counteract.

Levels	Shade	Underlying pigments	Neutralises
10	EXTRA LIGHT BLONDE	LIGHT YELLOW	LIGHT VIOLET
9	LIGHT BLONDE	YELLOW	VIOLET
8	MEDIUM BLONDE	YELLOW/ORANGE	BLUE/VIOLET
7	DARK BLONDE	ORANGE	BLUE
6	LIGHT BROWN	ORANGE/RED	BLUE/GREEN
5	MEDIUM BROWN	RED/ORANGE	GREEN/BLUE
4	DARK BROWN	RED	GREEN
3	BROWN BLACK	DARK RED	
2	DARK BROWN/BLACK	DEEP RED	
1	BLACK	DEEPEST RED	

COLOUR GUIDE



Special
High Lift

Naturals	1.0	2.0	3.0	4.0	5.0	6.0	7.0	8.0	9.0	10.0	12.0
Intense Naturals*				5.00	6.00	7.00	8.00				
Ashes				4.1	5.1	6.1	7.1	8.1	9.1	10.1	12.1
Cool Ashes				4.11	5.11	6.11	7.11	8.11	9.11		12.11
Woods					5.12	6.23	7.23		9.23		
Coffees					5.036	6.036	7.036	8.035	9.035		
Saharas						6.31	7.31	8.31	9.31		
Goldens				4.3		6.3	7.3	8.3	9.3		12.3
Bahias**					6.003	7.003			9.003	10.003	
Coppers				4.4		6.4	7.43 7.44	8.44 8.46	9.43		
Reds				4.62	5.66	6.66 6.62		8.66			
Mahoganys					5.55		7.53				
Pearls					5.26	6.22			9.22	10.2 10.21	12.21

*Double pigment load for resistant grey may appear deeper.

**Bahias appears lighter than Intense Naturals since their golden base.

Pastels	Lavender	Blush	Rose	Steel	Cobalt	Jade	Heaven	Graphite	
Boosters	Blue	Green	Silver	Pearl	Red	Orange	Gold	Violet	Neutral

TECHNICAL DIAGNOSIS

Technical diagnosis of the hair's condition is fundamental for the success of any colour service. A good diagnosis will provide all the information required for a successful colour experience.

1. HAIR TEXTURE

- Coarse (target level or choose ½ level darker)
- Medium (use your target or desired target shade)
- Fine (choose one level lighter)

2. NATURAL LEVEL OF DEPTH

Find out level and reflex/tone of any existing colour (use REF Colour Chart as reference/guide.)

3. PERCENTAGE OF GREY HAIR

Choose the most suitable, oxidising Cream Developer and REF Permanent Colour to obtain an even, final result. Identify the most suitable processing time. Consider room temperature as well.

4. TARGET SHADE

Use the REF Colour Swatch Chart as a reference/guide to accurately determine the level and tone.

5. POROSITY

Analyze the health of the hair. If there appears to be porosity issues or damage to the hair then Soft Colours may be a more suitable option. The hair may also need ProPlex added to the colour or a ProPlex treatment prior to the colour service.

ALLERGY TEST

Preliminary sensitivity test is always recommended. Mix a small amount of Permanent Colour or Soft Colour on the inside of the elbow or behind the ear.

Mix 20 VOL/6% according to instructions for Permanent Colours and 10 VOL/3% for Soft Colours. Leave on for 48 h. Make sure no skin reaction has incurred.



CREAM DEVELOPER

MIXING RATIO

- Permanent Colours Mixing Ratio:
1part colour cream to 1.5 part Developer.
Example: 50g + 75g Developer.
- 12 Series High Lift Colours Mixing Ratio:
1part colour cream to 2.5 parts Developer.
Example: 20g + 50g Developer.
- Grey Coverage Mixing Ratio:
For difficult and hard to colour grey - see grey hair section in this manual.
- The mixture may change colour after a few minutes in colour bowl. The apparent colour of the colour cream does not affect the final colour result.
- The composition of the colourants provides a visual of where the colour cream has been applied.

REF CREAM DEVELOPER APPEARS IN
6 VOL/1.9%, 10 VOL/3%, 20 VOL/6%, 30 VOL/9%
AND 40 VOL/12%.

- 6 VOL/1.9% – Toning with a choice of our permanent colour. Toning, no lift, light deposit.
- 10 VOL/3% – Same level colour service, deeper/darker deposit colour or toning. Delivers 100% deposit and up to 1 level of lift.
- 20 VOL/6% – Grey coverage and up to 2 levels of lightening.
- 30 VOL/9% – High lift blonding or lifting action. Delivers up to 3 levels of lift.
- 40 VOL/12% – Ultra high lift blonding, maximum lifting action. Delivers up to 4 levels of lift. Used especially for "High Lift Colours".
- If a specific Developer is desired, they may be mixed in equal ratios to achieve between volumes.
Example: 20g 20VOL/6% + 20g 30VOL/9%. = 25 VOL/7.5%.



Cream Developer	Lift	Processing Time	Mixing Ratio
10 VOL/3%	1 step, same level or darker	30 minutes	1:1.5
20 VOL/6% *optimum grey coverage	1-2 levels	30 minutes *45 minutes – resistant grey	1:1.5
30 VOL/9%	3 levels	30-45 minutes	1:1.5
40 VOL/12%	4 levels	30-45 minutes	1:1.5
30 VOL/9% or 40 VOL/12% mixed with 1:2.5 High Lifts	4-5 levels	45-50 minutes	1:2.5

PROCESSING TIME

- 30 minutes for normal use
- 45 minutes for resistant hair
- 50 minutes for blonde High Lifts.



Note: We do not recommend heat during the processing time.

APPLICATION



Apply REF Permanent Colour to unwashed or towel dried hair under normal circumstances. Protect the skin and establish the processing time based on the technical consultation.

We do not recommend cleansing prior to colour service for REF Permanent Colours, but if client has applied temporary products such as Root Concealer – cleanse prior to application.

PREPARATION & APPLICATION

REF Permanent Colours are a soft, fluid cream easily dispensed from the tube. Upon mixing with the Developer, the consistency becomes a gel-like cream, releasing a conditioning colour for hair.

- Mix thoroughly to obtain a smooth cream. Use of a plastic, nylon or silicone whisk is recommended for proper consistency. It is not recommended to use any metal objects in the mixing or application process.
- Use of electric scales is recommended to guarantee correct and exact formulation. This ensures consistent result that are "easy to repeat" to ensure the client always gets the same, perfect colour.

VIRGIN HAIR (FOR LIGHTENING)

- Preliminary sensitivity test is always recommended.
- The use of electric scales is recommended for accuracy and consistency in formulation.
- Apply to dry, unwashed hair.

STEP 1

Apply the colour mixture on the lengths and ends.
Processing time 20 minutes.

STEP 2

Apply the defined colour mixture to the lengths and ends. Process 15 minutes. Total processing time 40-45 minutes.

RE-TOUCH OR REGROWTH (FOR COLOURED HAIR)

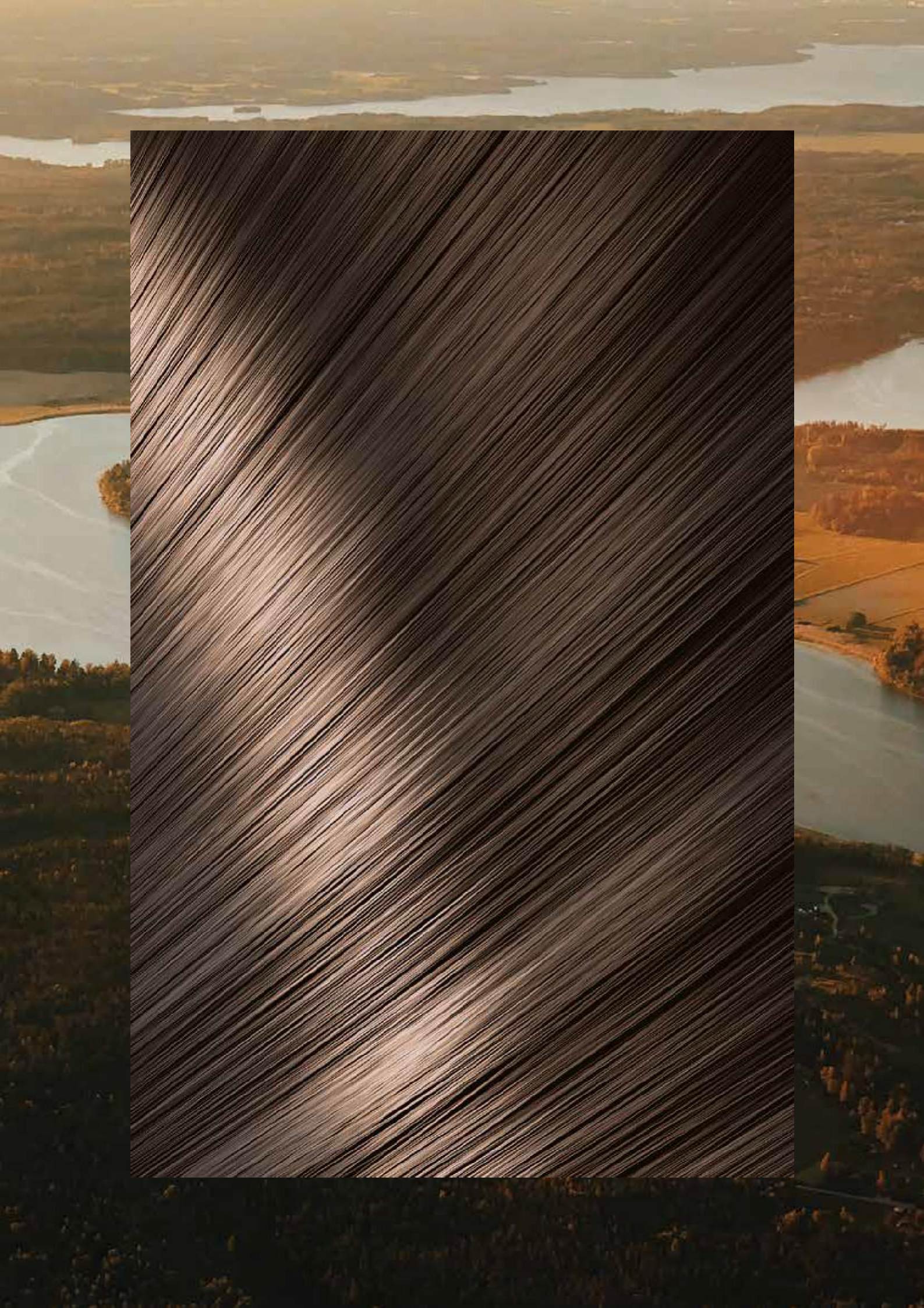
STEP 1

Apply the chosen formula to the regrowth.

STEP 2

Use of REF Soft Colour is recommended to refresh mid-length and ends. This ensures even colour results leaving the hair healthy, soft and shiny.

Note: We recommend using Soft Colours for regular colour refreshing vs. the use of Permanent Colours.



INTENSE NATURALS

REF INTENSE NATURALS, OUR .00 SERIES (THIS INCLUDES THE .003 SERIES)

Our Intense Series (.00 or .003)* contains double pigments and are designed to provide better grey coverage on resistant hair.

** Note that the .00 series is made to provide optimal gray hair coverage, which gives a deeper, richer and warmer result. .003 gives lighter results than .00 but is still double pigmented.*

- When using REF Intense Naturals, keep in mind that the .00- and .003 series have deeper, warmer and more intense pigments.
- We recommend only adding up to 25% of the .00's Intense Naturals to the formula to cover grey. Do not use alone.
- If using 25% or more of our .00 series, the formula might need adjustment to compensate for the richer, deeper coverage.

Example:

If target is level 7 then use 8.00 since double pigment in our .00 series can appear slightly darker.



GREY COVERAGE OPTIONS

INTENSE NATURALS & BAHIAS

Add up to 25% of .00 to your formula for resistant grey.

To ensure 100% grey coverage on resistant hair: Mix up to 25% of our Intense Naturals or Bahias (.00- or .003-series) with any other Permanent Colours.

Example:

If target is level 6 then use 25% of 7.00 to your mixture.

PRE-SOFTENING RESISTANT GREY HAIR

Pre-softening grey is often used when there are areas or spots that are difficult to cover evenly. This option will help to soften the cuticle for better colour uptake and ensure even coverage.

1. Choose a .3 Gold two levels lighter than target level and apply directly (do not mix with developer) to resistant areas. This would most often be done, only when necessary, along front hairline and temples.
2. Mix and apply target formula directly on top of the pre-softened areas and to remaining hair that needs target formula. Process normal time, approx. 30-45 minutes.

Example:

Client is level 6 and only 50% grey with 80%-100% white and resistant in temples. Target 6.3.

Pre-soften temples with 8.3, mix target formula 20g 6.0 + 20g 6.3 + 60g 10 VOL/3% or 20 VOL/6% Cream Developer.

Desired result should be a 6.3.

Pre-softening will contribute in softening the cuticle layer on the white hairs strands. Which means it will attract more pigment and the normal colour application results in a perfect gray hair coverage.

**REF Permanent Colours gives exceptional grey coverage. Isolated situations may occur where these options may need to be utilised.*

COLOUR SHIFTING

This is the most popular grey coverage formula to ensure penetration into the cuticle. Formulate equal parts 10 VOL/3% or 20 VOL/6% to colour cream.

This increases ammonia and increases the pigments for even the most resistant hair types. If including .00's in the formula, you may wish to formulate one level lighter due to the double pigments in the .00 series.

Example:

Natural level 6, 50% resistant grey/white.
Target level: 7.31. Mix: 20g 7.31 + 20g 7.0 + 40g 20 VOL/6% Cream Developer.

COLOUR BOOSTERS

COLOUR BOOSTERS

USE TO ACHIEVE TWO DIFFERENT RESULTS:

- To enhance and add intensity with the chosen tone/reflex.
- To cancel or neutralise out an unwanted tone/reflex.

REF Colour Boosters are pure colour tones used to add extra tonal intensity to any of our colours or to correct the tone. The lighter the base shade, the less mix of Booster is required.

To neutralise or enhance, we recommend choosing a formula where the booster does not initially exceed 25% of the original colour formula. At enhancing, it may exceed 25%.

When using Boosters, it is ideal to mix the colours together first with a whisk prior to adding Developer for the most even pure pigment distribution in formula.

ENHANCING

Add up to 25% of a Booster in the formula. When Enhancing, add Booster above the formula, excluding the Developer.

Example:

Target 8.46 with extra red reflex
– 20g 8.46 + 30g 20 VOL/6% Developer + 5g Red Booster. Do not add extra Developer.

NEUTRALISING

Add up to 25% of Booster in the formula. When Neutralising, add Booster above the formula, including the Developer.

Example:

Target 7.23 with extra cool result
– 15g 7.23 + 5g Pearl + 30g 20 VOL/6% Developer.

NEUTRAL BOOSTER

Neutral Booster is a low ammonia-based lifting colour cream used to create highly satisfying results. Neutral Booster will lighten any colour by one level, leaving the colour clearer. The use of Neutral in the colour formulation will result in a slightly more translucent result.

1. Neutral Booster should be used in 25% amounts of the formula.

Example:

40g 7.43 + 10g Booster Neutral + 75g Cream Developer 20 VOL/6%.

Result:

A lighter and more translucent or luminous copper/golden blonde.

2. Using Neutral Booster alone with 30 VOL/9% or 40 VOL/12% Cream Developer creates a lightening cream that can be applied to both natural and coloured hair and is useful for obtaining soft lightening to natural looking highlights.

When using on natural uncoloured hair, expect 2-3 levels of lift depending upon application used. If used on coloured hair, expect a ½ - 1 level of lift for soft dimension. In some cases, Neutral Booster works well in correction situations like banding.

Example:

Natural level 6 client is looking for "sun-kissed" highlights. Apply 20g Neutral Booster + 50g 30 VOL/9% or 40 VOL/12% in foils.

Result:

Natural "sun-kissed" highlights level 8-9.

COLOUR BOOSTERS

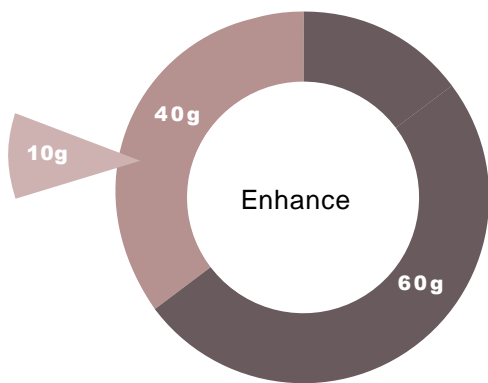
INSTRUCTION GRAPHICS



PERMANENT COLOUR CREAM

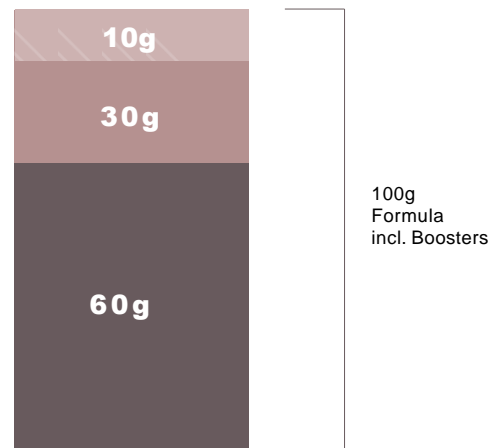
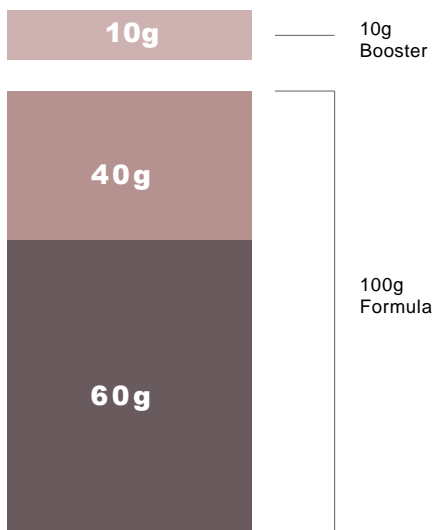
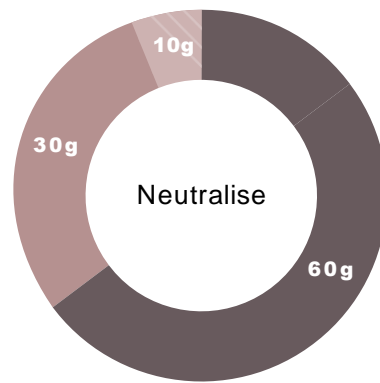
ENHANCE

Add 25% Boosters above the formula.



NEUTRALISE

Include 25% Boosters in the formula.



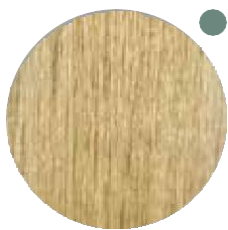
Reminder: The lighter the base shade, the less Booster is needed.

REF COLOUR CHART

PERMANENT COLOURS & SOFT COLOURS

NATURALS

The Naturals are our base colour range. They have a mixture of pigments that provide a natural looking base. The Naturals provide excellent grey coverage and can be used alone or mixed with other shades.



10.0

Extra Light Blonde



9.0

Very Light Blonde



8.0

Light Blonde



7.0

Blonde



6.0

Dark Blonde



5.0

Light Brown



4.0

Brown



3.0

Dark Brown



2.0

Extra Dark Brown



1.0

Black

INTENSE NATURALS

The Intense Naturals are double pigmented and may appear darker due to the increased dye load. These are intended for coarse and highly resistant grey hair and typically mixed with other colours in formulations providing perfect grey coverage.



8.00

Intense Natural
Light Blonde



7.00

Intense Natural
Blonde



6.00

Intense Natural
Dark Blonde



5.00

Intense Natural
Light Brown

ASHES

These ashes are our cool pigment base. Perfect for ashy blondes and for controlling unwanted underlying warm pigments. Grey coverage: Mix with base shade to cover grey hair.



10.1

Extra Light
Ash Blonde



9.1

Very Light
Ash Blonde



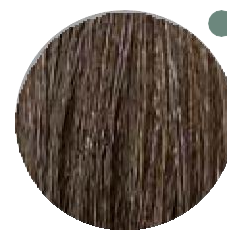
8.1

Light Ash Blonde



7.1

Ash Blonde



6.1

Dark Ash Blonde



5.1

Light Ash Brown



4.1

Ash Brown

COOL ASHES

Our colour range with the coolest pigment base. Perfect for ashy blondes and for controlling unwanted underlying warm pigments. Grey coverage: Mix with base shade to cover grey hair.



9.11

Lightest Cool Ash



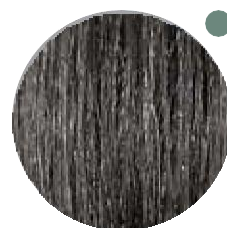
8.11

Light Cool Ash



7.11

Medium Light
Cool Ash



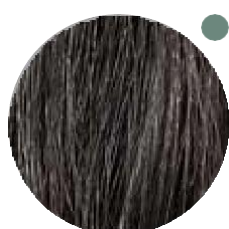
6.11

Medium Cool Ash



5.11

Dark Cool Ash



4.11

Darkest Cool Ash

● Colour available in Soft Colours.

WOODS

A beautiful range of cool brown/beige colours inspired by nature's own nuances.

Grey coverage: Mix with a base shade.



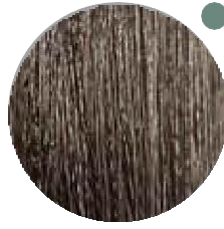
9.23

Birch



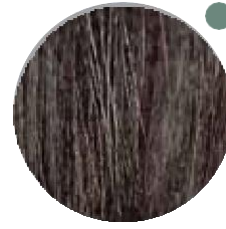
7.23

Walnut



6.23

Jacaranda

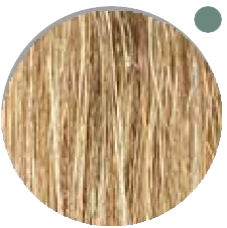


5.12

Wenge

COFFEES

Our Coffees are a mixture of deep, coffee brown and light, creamy caramel. This gives warm, wonderful hues to the hair. Grey coverage: used alone, covers up to approximately 25% grey. With higher percentage grey, mix with base shade.



9.035

Caffe latte



8.035

Cappuccino



7.036

Milk Chocolate



6.036

Dark Chocolate



5.036

Coffee

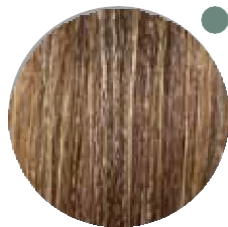
SAHARAS

A natural sandy colour line with touches of glistening gold. Grey coverage: Used alone, covers up to approximately 25% grey. With higher percentage grey, mix with base shade.



9.31

Very Light Golden
Ash Blonde



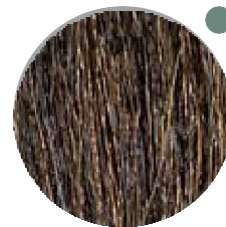
8.31

Light Golden
Ash Blonde



7.31

Golden Ash
Blonde



6.31

Dark Golden Ash
Blonde

GOLDENS

The gold range is a deep, warm colour line. Grey coverage: Covers up to approximate 25 %. On higher percentages mix with base shade.



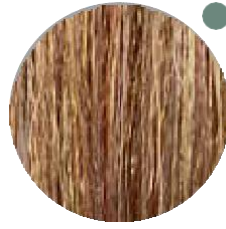
9.3

Very Light Golden
Blonde



8.3

Light Golden
Blonde



7.3

Golden Blonde



6.3

Dark Golden
Blonde



4.3

Dark Ash Blonde

BAHIAS

The Bahias line is our Naturals/Goldens with a double pigment to cover the most stubborn of grey hair. Excellent grey coverage.



10.003

Bahia Natural
Extra Light Blonde



9.003

Natural Very Light
Blonde




7.003

Natural Blonde



6.003

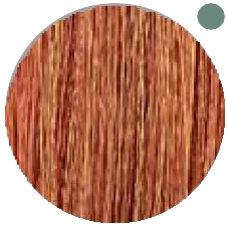
Natural Dark
Blonde

 *Colour available in Soft Colours.*

COPPERS

Fiery coppers with strong, long lasting pigments.

Grey coverage: For perfect grey coverage, mix with Bahias range.



9.43

Golden Copper
Very Light Blonde



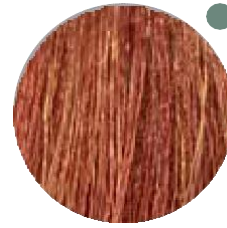
8.46

Intense Copper Red
Light Blonde



8.44

Intense Copper
Light Blonde



7.44

Intense Copper
Blonde



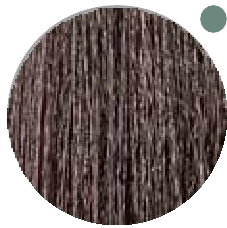
7.43

Golden Copper
Blonde



6.4

Dark Copper
Blonde



4.4

Copper Brown

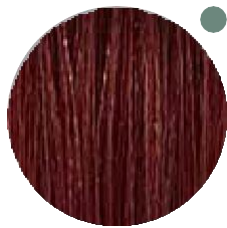
REDS

Long lasting vibrant reds. Grey coverage: For perfect grey coverage, mix with Bahia range.



8.66

Intense Red Light
Blonde



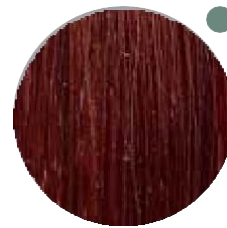
6.66

Intense Red Dark
Blonde



6.62

Brilliant Red
Dark Blonde




5.66

Intense Red
Light Brown



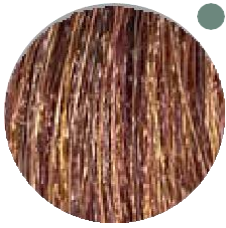
4.62

Brilliant Red
Blonde

 *Colour available in Soft Colours.*

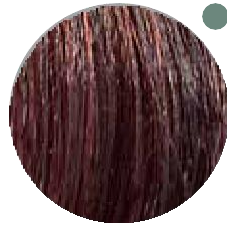
MAHOGANYS

Deep red/browns with a brilliant shine. Grey coverage: For perfect grey coverage, mix with Bahia range.



7.53

Mahogany Golden
Blonde



5.55

Intense Light
Mahogany

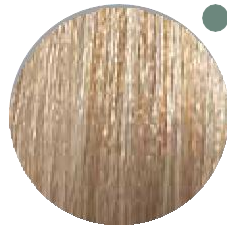
PEARLS

Soft pearly colours with violet/blue pigments. Perfect for cool blonde shades. Does not cover grey.



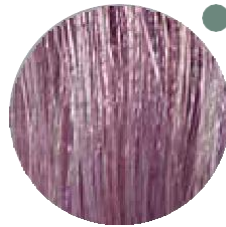
10.2

Extra Light Pearl
Blonde



10.21

Extra Light Pearl
Ash Blonde



9.22

Light Pearl Violet



6.22

Brilliant Violet
Dark Blonde



5.26

Brilliant Violet
Red Blonde

HIGH LIFTS

Special blonde colours designed to lift up to 5 levels. Mix with Silver or Pearl Booster for best results. Does not cover grey.



12.3

Golden Light
Blonde



12.21

Special High Lift
Pearl Ash



12.11

Light Kakhi
Blonde



12.1

Special High Lift
Ash



12.0

High Lift Blonde

Developer	Lift	Processing Time
30 VOL/9% or 40 VOL/12% mixed with 1:2.5 High Lifts	4-5	45-50 minutes

PASTELS

Our series of eight pastels gives a metallic vibe to the hair color. Mix desired shade from brilliant depth to a lighter, softer reflex. Perfect for cool blonde shades. Does not cover grey. For best result apply on pre-lightened hair.



Graphite



Heaven



Jade



Cobalt



Steel



Rose



Blush



Lavender

USAGE

Use alone or create new shades. Can be added to existing Permanent Colours.

MIXING RATIO

1:1.5 For intense shade.

1:3 For soft shade.

1:4 For transparent shade.

Mix with 10 VOL/3%, or 20 VOL/6% Developer.

 Colour available in Soft Colours.

BOOSTERS

REF Colour Booster are pure colour tones used to add extra tonal intensity to any of our colours or to correct the tone. The lighter the base shade, the less mix of Booster is required.



Blue



Green



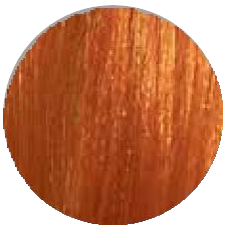
Silver



Pearl



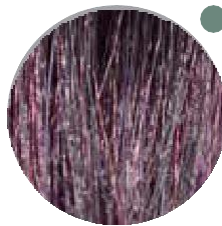
Red



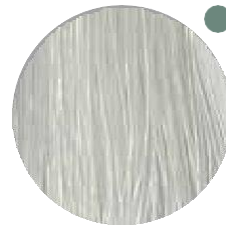
Orange



Gold



Violet



Neutral/Clear*

USAGE

- Enhance desired pigments
- Neutralising unwanted pigments

*Clear = 0.00 Soft Colour. Neutral = Permanent Colour



SOFT COLOURS

FEATURES & BENEFITS

- 100% Vegan
- Ammonia free
- Strengthening Quinoa Protein
- Organic Aloe Vera
- Semi to Demi capabilities
- Liquid oil-based colour for ease of mixing
- Clear colour gloss
- SoftColour matches Permanent Colour shades.

SOFTCOLOURS CHEMISTRY

- Conditioning properties. Olive green based natural series for better neutralising effect when toning.
- 0.00 can be used to soften the deposit level of any shade it is added to. 0.00 may also be used as a clear conditioning gloss.
- 6 VOL/1.9% will result in a semi colour effect with gradual release for softer line of demarcation.
- 10 VOL/3% will result in a more demi effect, slower release of colour, and slightly deeper colour result.

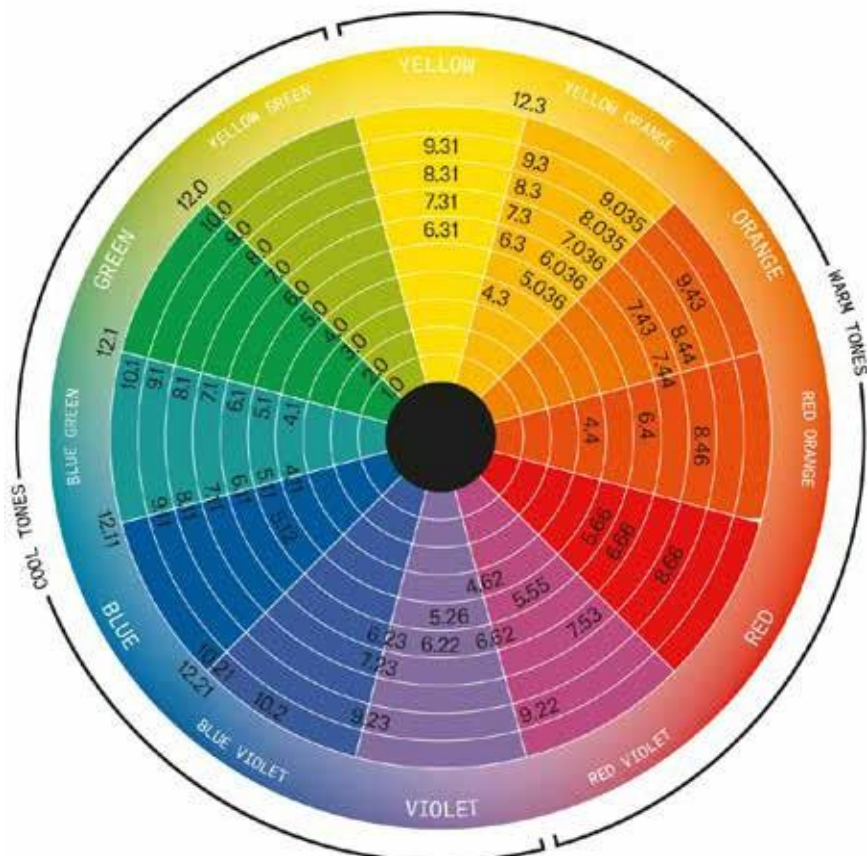
APPLICATION

Soft Colour should be applied to clean, towel dried hair, for the softest colour effect. When applied to dry hair, a darker deposit effect will be accomplished as well as a soft line of demarcation.

Soft Colours can be applied with any application technique desired. Lightly shake bottle of Soft Colour before mixing.

MIXING RATIO 1:1

1 part Soft Colour : 1 part Developer



MIXING & TIMING

- FULL HEAD APPLICATION
- REFRESH OF MID-SHAFT & ENDS
- LOWLIGHTS / DIMENSION
- TONAL ADJUSTMENT OR TONER
- CONDITIONING SHINE SERVICE
- GREY BLENDING
- POST PERM NEUTRALISING TONE
- RE-PIGMENTATION (SEE RE-PIGMENTATION)

RECOMMENDED USES

- Soft Colours is the perfect choice to refresh a Permanent Colour.
- When refreshing a previous colour service, always analyse the existing level of depth and tone before choosing formula.
- Soft Colours is a great way to introduce your guests to the beautiful colour services available to them. This is not a permanent decision.
- When mixed with 6 VOL/1.9% Developer it will gradually release from hair with beautiful tonality.

GREY BLENDING

- With Soft Colours, very smooth transitions and blending of gray hair can be done.
- When using 10 VOL/3%, the result is more permanent.

SOFT COLOURS CLEAR 0.00

1part Soft Colour Shade + 1part Clear 0.00 + 1part 6 VOL/1.9% or 10 VOL/3% Developer will create a lighter, more translucent or one level lighter shade.

Example:

15g 7.43 + 15g Clear 0.00 + 30g Developer will give a visual result of an 8.43. Mixing ratio of Colour to Clear may be adjusted as necessary for the desired result.

When mixing Soft Colours, using 0.00 as 25% of the formula will ensure great shine and a colour slightly lighter than the base tone. This is preferable for a more natural finish.

Clear may be used with equal parts 6 VOL/1.9% to create a beautiful gloss effect on natural or colour treated hair.

MIXING RATIO

1part Soft Colours: 1part Developer (6 VOL/1.9% or 10 VOL/3%).

- We strongly suggest the use of electric scales with all colour formulations to ensure consistent accurate end results.
- Amount of colour needed per application will vary depending on thickness, length and density of hair being coloured.

All Soft Colours may be mixed creatively to produce an endless variety of tones and reflex.

PROCESSING TIME

- Full head/Natural hair = 30 min
- Refresh mid/ends = 20 min
- Toning/Glossing = 5-20 min

Colour will stop depositing after 30 minutes. Less processing time will result in lighter deposit of colour with quicker release of tone.

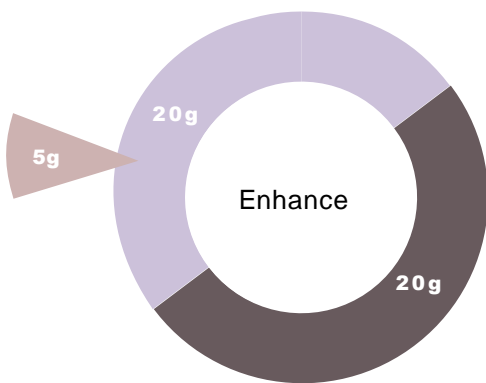
COLOUR BOOSTERS

INSTRUCTION GRAPHICS



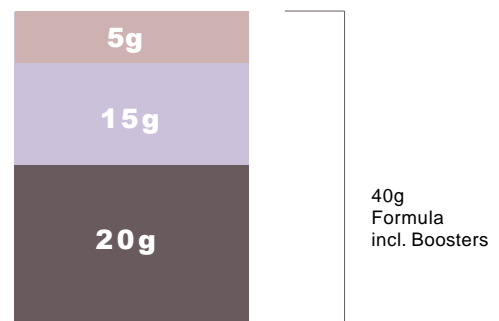
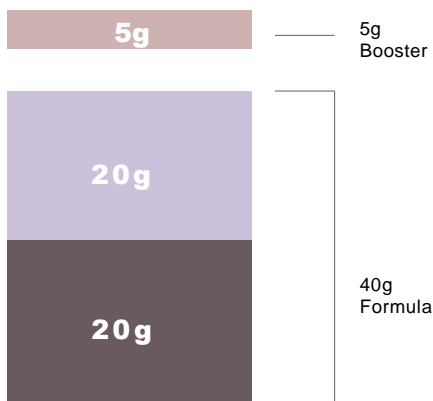
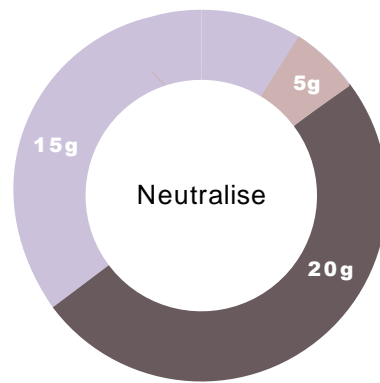
ENHANCE

Add 25% Boosters above the formula.



NEUTRALISE

Include 25% Boosters in the formula.



Friendly reminders:

The lighter the base shade, the less Booster is needed.

The amount of booster added to formula is at colorists discretion.

10% soft adjustments 25% intense impact Approximately 28 drops = 1 gram

BLONDE.ID

Whether you're looking for a full blonde high-lift, or a subtle yet unique balayage,

REF helps you create and find your BLONDE.ID

Two different bleaches for professional use:

- ✓ BLONDE.ID High-Lift Bleach
 - ✓ BLONDE.ID Balayage Bleach
-
- STRENGTHENING QUINOA PROTEIN
 - ✓ "The Keratin of Nature"
 - ✓ Protects hair
 - ✓ Provides moisture and shine
 - ✓ Strengthening properties
 - ALOE VERA
 - ✓ Helps soothe the scalp
 - ✓ Moisturizing both hair and scalp
 - ✓ Speeds the healing process
 - ✓ Relieves itching
 - ✓ Kills bacteria
 - WHITE CLAY
 - ✓ Contain Kaolin - white clay
 - ✓ High in minerals
 - ✓ Creates a creamy and soft texture
 - ✓ Soothing ingredient for dry/sensitive skin
 - ✓ Healing properties
 - ✓ Kills bacteria
 - GUAR GUM
 - ✓ creates a creamy, soft and easy to work with formula
 - 100% VEGAN
 - DUST-FREE



** Use of REF ProPlex is recommended for hair that has lower integrity or has been compromised by multiple previous services. Please see ProPlex Manual.*

BLONDE.ID

HIGH-LIFT

- 9+ Levels of lift
- Dust-free powder with incredible texture
- 100% Vegan
- Soothing Aloe Vera
- Strengthening Quinoa Protein
- Mineral White Clay
- Guar Gum
- Double dose Anti-Yellow Molecules to assist in brilliant blonde results
- Easy mixing
- Guarantees fast yet gentle bleaching services



These specific ingredients together create a formula that is creamy, soft and easy to work with, giving the hair a cool, brilliant, blonde result.

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

✓ **10 VOL/3% & 20 VOL/6%**

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

✓ **30 VOL/9% & 40 VOL/12%**

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

MIXING RATIO	REF DEVELOPER	PROCESSING TIME	LEVELS 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.

** Use of REF ProPlex is recommended for hair that has lower integrity or has been compromised by multiple previous services. Please see ProPlex Manual.*

BLONDE.ID

BALAYAGE

- 8 Levels of lift
- Dust-free powder
- 100% Vegan
- Soothing Aloe Vera
- Strengthening Quinoa Protein
- Guar Gum
- Double shot of Mineral White Clay.



This particular white clay is developed to be used for rich and creamy textures. The double dose gives the formula extra body, making the grip perfect for all freehand techniques.


MIXING RATIO	REF DEVELOPER	PROCESSING TIME	LEVELS OF LIFT
1:1.5	20 vol	30 minutes	6 1/2 Levels
1:1.5	30 Vol	30 minutes	7 1/2 Levels
1:1.5	40 Vol	40 minutes	8+ Levels
1:2	20 vol	40 minutes	6 Levels
1:2	30 Vol	40 minutes	7 Levels
1:2	40 Vol	45 minutes	8 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.

** Use of REF ProPlex is recommended for hair that has lower integrity or has been compromised by multiple previous services. Please see ProPlex Manual.*



PROPLEX



REF ProPlex is an effective product that completely opens up new possibilities for hairdressers. The scientifically developed combination of five active ingredients in high concentration provides groundbreaking results for the hair.

FEATURES

- Protecting hair and preventing damage.
- Creates a protective shield around the hair and prevents damage from chemical treatments.
- Recreates the inner structure of the hair, providing elasticity, strength and visibly better results.
- ProPlex is a unique product used for building hair integrity as well as to heal compromised hair from previous damage due to broken disulfide bonds.
- Disulfide bonds are found in the cortex portion of hair.
- Disulfide bonds can be broken during thermal or chemical services. With ProPlex this is counteracted.

HOW TO USE

Treatment in three steps, two for the salon and one for the client to bring home.

01. BONDER

Intermixed with the colour or bleach/lightener product, ProPlex reconnects bonds while protecting the existing internal structure of the hair.

02. PERFECTOR

Strengthening cream to cross-link bonds reconnected by 01. Bonder into the cortex, while delivering added hydration and nourishment.

03. MAINTAINER

Strengthening cream for home use. Apply twice a week between chemical treatments. Delivers intense hydration and nourishment.

PROPLEX

5 ADVANCED TECHNOLOGIES

1. An advanced mix of Quinoa Protein and other vegetable proteins penetrate the hair and recreate the hair's inner structure. It repairs damage using its high concentration of amino acids.
2. High concentration of Jojoba Seed oil penetrates the cortex of the hair adding shine and improving elasticity.
3. Vitamin E enters the hair shaft and adds internal nourishment.
4. ProPlex contains a styling agent that connects itself to the hair, protecting and improving the strength and condition of the hair.
5. Vitamin B5 (Panthenol) spreads evenly on the surface of each hair strand, forming a smooth, protective shield which provides the hair more shine. It also contains detangling properties ensuring hair is tangle-free, reducing the risk of breakage.



LOVE THE SUN

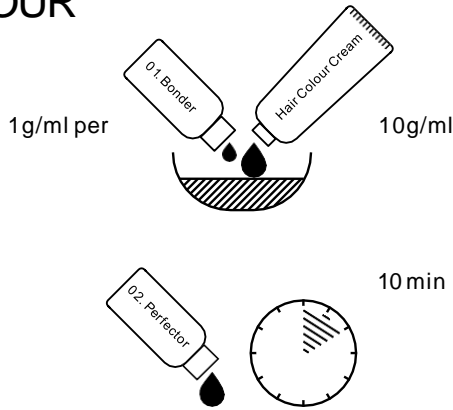
REF ProPlex uses a revolutionary technology based on Sunflower Seed oil. It provides broad natural protection against the sun's UVA / UVB rays and is specially developed for coloured hair.



PROPLEX

INSTRUCTIONS

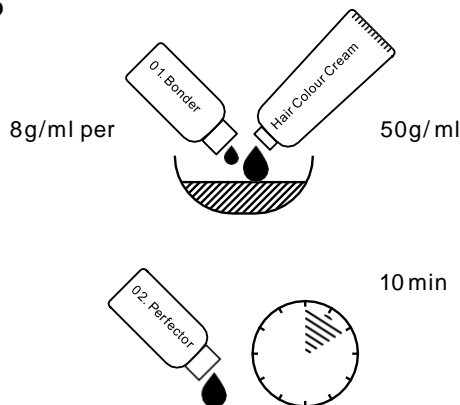
HAIR COLOUR



PERMANENT COLOURS

1. Mix Permanent Colour and Cream Developer according to instructions.
2. Add 1ml of 01. Bonder per every 10g/ml of hair chosen colour.
3. Apply mixture and leave on hair according the instructions. Rinse thoroughly and shampoo.
4. Apply 02. Perfector from roots to ends and leave in the hair for 10minutes.

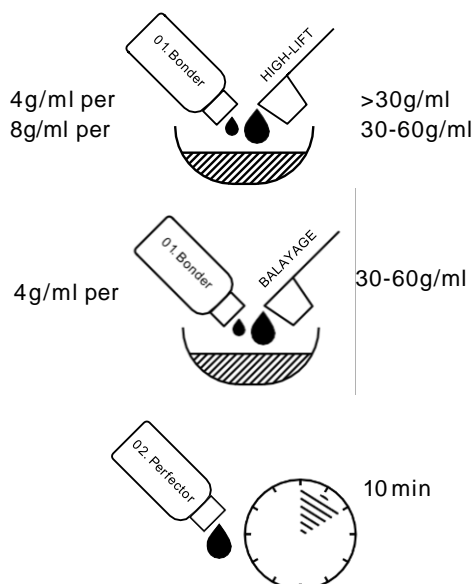
HIGH LIFTS



HIGH LIFT COLOUR TREATMENT

1. Mix the High Lifts and Cream Developer according to instructions.
2. Add 8 ml of 01. Bonder per every 50g/ml of the hair colour.
3. Apply and let sit 40-50 minutes. Rinse thoroughly and shampoo.
4. Apply 02. Perfector from roots to ends and leave in hair for 10minutes.

BLEACH



Blonde.ID HIGH-LIFT

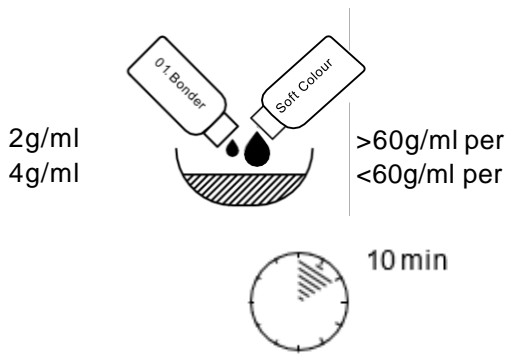
- Add 4g/ml ProPlex 01. Bonder if using 30g/ml or less of Blonde.ID High-Lift Bleach Powder.
- Add 8g/ml ProPlex 01. Bonder if using 30-60g/ml Blonde.ID High-Lift Bleach Powder.

Blonde.ID BALAYAGE

- Add 4g/ml ProPlex 01. Bonder per 30-60g/ml Blonde.ID Balayage Bleach Powder.
1. Mix Bleach Powder and Cream Developer then add 01. Bonder.
 2. Apply the mixture and leave until desired result is achieved. Shampoo and towel dry.
 3. Apply a generous amount of 02. Perfector from roots to ends and leave in hair for 10 minutes.

Amount of ProPlex 01. Bonder depends of the amount of the colour only. Not the total formula (colour + developer).

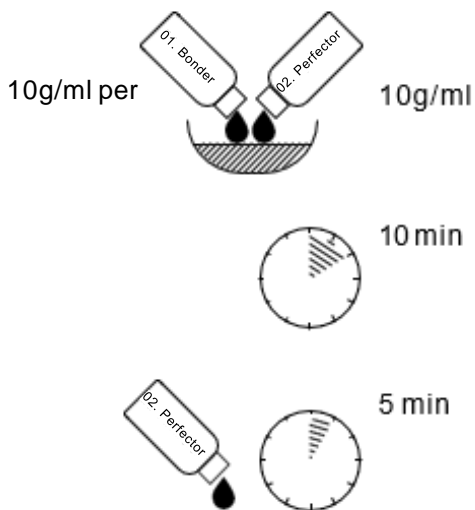
SOFT COLOUR



SOFT COLOUR TREATMENT

- Add 2g/ml ProPlex 01. Bonder if using less than 60g/ml of Soft Colour.
 - Add 4g/ml ProPlex 01. Bonder if using 60g/ml or more of Soft Colour.
1. Mix Soft Colour and Cream Developer then add 01. Bonder.
 2. Apply the mixture and process a minimum of ten minutes. Shampoo if necessary and towel dry.
 3. Apply a generous amount of 02. Perfector from roots to ends and leave in hair for 10 minutes.

DAMAGE SHIELD



DAMAGE SHIELD TREATMENT

1. Shampoo hair and towel dry.
2. Mix 10g/ml of 01. Bonder with 10g/ml of 02. Perfector.
3. Apply from the roots to the ends. Place under heat source for 10 minutes. Rinse.
4. Continue with a second application of 02. Perfector. Apply from roots to ends. Distribute evenly and leave on for 5 minutes.

Amount of ProPlex 01. Bonder depends of the amount of the colour only. Not the total formula (colour + developer).

Always finish ProPlex treatments with a Care conditioner.

03. MAINTAINER

A strengthening cream with Quinoa protein for home use. Use once to twice a week between treatments.

- Protecting hair and preventing damage.
- Buffers the cortex with vegetable proteins, making the effect of the treatment last longer.
- The combination of the vast repairing abilities and the broad UV protection makes it the perfect tool to maintain healthy, brilliant hair between treatments.
- It recreates the inner structure of the hair, providing elasticity, strength and visibly better results.
- Advise the consumer to use 03. Maintainer twice a week after washing hair. Leave in for minimum 10 minutes. Rinse and follow by conditioner.



SOFTCOLOURS / GLOSSING

- For more than 60g/ml Soft Colour, use 4g/ml ProPlex 01. Bonder. For less than 60g Soft Colour, use 2g/ml ProPlex 01. Bonder.
- We recommend adding ProPlex 01. Bonder in the Soft Colour mix and let sit 10 min or more.

KERATINE TREATMENT

- Do a damage shield treatment with ProPlex 2-3 weeks after Keratin treatment for best results.

EXTENSIONS

- ProPlex is safe for extensions.
- Use 02. Perfector as Conditioner, and be sure to rinse thoroughly after use.

** For more information, please see separate ProPlex Manual.*

PERM

- Do a damage shield treatment one week before Perm treatment.
- Shampoo and towel dry. Mix 10g/ml of 01. Bonder with 10g/ml of 02. Perfector.
- Apply from roots to ends. Place under heat source for 10 minutes. Rinse thoroughly.
- Continue with a second application of 02. Perfector from roots to ends. Distribute evenly and let sit for 5 minutes. Rinse.

PROPLEX

MIXING RATIO

Proplex	Amount of product <u>Not</u> including developer	01. Bonder	02. Perfector
Permanent Colour	10g	1 ml	10 min.
Highlift 12 Series	50g	8 ml	10 min.
Blonde.ID BALAYAGE	30-60g	4 ml	10 min
Blonde.ID HIGH-LIFT	>30g 30-60g	4 ml 8 ml	10 min
Soft Colour Soft Colour *process minimum 10 min.	>60g <60g	2 ml 4 ml	10 min.

Damaged shield treatment

01. Bonder (10g/ml) + 02. Perfector(10g/ml)

Place under heat source for 10 minutes

Rinse

Finish with 02. Perfector for 5 minutes

Rinse or shampoo lightly and finish with Care Conditioner

Perm

Damage Shield Treatment 1 week prior to perm

Pre- Treat with .02 Perfector
Shampoo, rinse, towel dry and apply to hair
Process 3 minutes and rinse
Proceed with perm service

RE-PIGMENTATION

When hair is lightened, underlying pigments are removed. This technique involves replacing the missing underlying pigments that support the colour at the level to which you wish to colour.

Warm tones must always be used to replenish the underlying missing tone. (Colours with Gold .3, Copper .4 or Red .6) Previously lightened hair lacks warm pigments. Tones must be restored to ensure the colour is absorbed evenly and therefore preventing it from taking on dull tones or too much ash.

WHEN TO RE-PIGMENT?

- To darken previously coloured or highlighted hair by 2-3 levels.
- To re-colour highly stressed hair that has been compromised. (For example: excessively lightened hair with highlights, de-colourised or compromised hair).
- To treat hair that hair won't absorb colour or does not absorb colour evenly.
- To avoid ash-tones.

Desired level	Re-pigmentation recommendations Soft Colour
1-3	2 parts 6.4 : 1 part 7.43
4	1 part 7.3 : 1 part 6.4*
5	2 parts 7.3 : 1 part 6.4*
6	1 part 9.3 : 1 part 7.43 *or 7.3
7	1 part 9.3 : 1 part 9.43 *or only 9.3
8	9.3 *or 2 parts 0.00 : 1 part 9.3

The re-pigmentation colour chosen will be based on the following variables:

1. Hair porosity.
2. Current level and tone of hair before re-pigmentation.
3. Desired shade – if re-pigmenting to achieve a neutral or ashy result, utilise the milder toned shades. If re-pigmenting to achieve a more vibrant tone of copper/red, make re-pigmentation with more intensity of copper/red.

Mix less copper/red for a cooler end result.

**Used if the desired end result contains more red pigments.*

MIXING & TIMING

- All formulations are to be mixed with equal parts 6 VOL Developer.
- Cleanse hair and towel dry for better colour uptake.
- Apply with bottle or with bowl and brush to corrective areas.
- Process for 20 minutes at room temperature.
- Rinse until clear – do not shampoo.
- Towel dry very well.
- Apply desired formula.
- Process for 20-30 minutes.
- You can choose either REF Permanent Colours or Soft Colours based on colourist's determination of hair integrity.
- Shampoo and Condition with REF Illuminate Colour Shampoo and follow with REF Illuminate Colour Conditioner.



STOCKHOLM SWEDEN

REF

COLOUR MANUAL 2020

REF International AB

Linnégatan 78
11523 Stockholm, Sweden

+46 (0) 8 663 19 88

info@refstockholm.com

www.refstockholm.com

US Office

110 Haverhill Road
Suite 105, Building C
Amesbury, Massachusetts
01913

United States

Phone: +1 978 792 5040



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