



CALURA

Permanent Shine Hair Colour

Exothermic Technology



Coloration permanente lustrante

Technologie exothermique

Mixing ratio 1:1

PROCESSING TIME		
Toning	3-10 minutes	10 vol. (3%) / Demi Effect (2.6%)
Tone on tone or darker	30 minutes	20 vol. (6%)
Colour balancing*	30 minutes	20 vol. (6%)
	20 minutes	Demi Effect (2.6%)
White hair coverage	30-45 minutes	20 vol. (6%)
White blending (up to 30%)	30-35 minutes	10 vol. (3%) / Demi Effect (2.6%)
1 level of lift	35 minutes	20 vol. (6%)
2 levels of lift	40 minutes	20 vol. (6%)
3 levels of lift	45 minutes	30 vol. (9%)
4 levels of lift	50 minutes	40 vol. (12%)
5 levels of lift	60 minutes	40 vol. (12%)

* For maximum longevity use 20 volume (6%) developer.

Tip: Porosity varies from person to person, use table as a guideline only. For 44/KK, 55/RR, 444/KKK, 556/RRV and 66/VV the processing time is 40 minutes.

White hair coverage

- For optimal white hair coverage, use a level 8 or darker.
- For resistant white hair, use a 30 vol. (9%) developer, 45 minutes is the minimum processing time.
- Fashion shades do not cover white hair. For coverage, intermix with a shade from one of the following white hair coverage series:

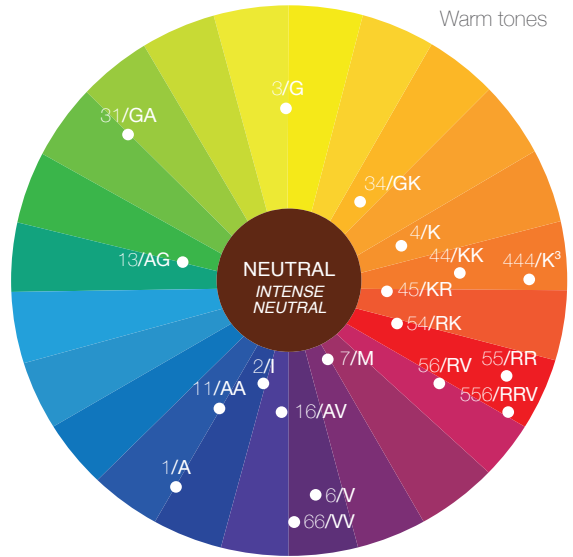
SERIES	TONE DIRECTION	
Neutral	Neutral	100% white coverage series
Intense Neutral	Intense Neutral	
18/AB	Cool	
318/GAB	Cool natural	
8/B	Warm	
34/GK	Warmest	
11/AA	Cool ash	25% white coverage series
13/AG	Neutral / Natural	
31/GA	Cool beige	

Pure Blondes: Mixing 1:2

- Recommended 30 vol. (9%) developer or 40 vol. (12%) developer.
- Recommended on natural levels 6 and lighter.
- Processing time is up to 60 minutes.

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

Colour wheel



Cool tones

*18/AB Ash Brown
*318/GAB Cool Brown
*32/GI Beige
*36/GV Golden Beige
*8/B Brown

Natural levels

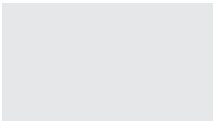
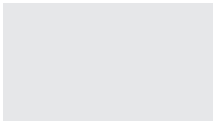

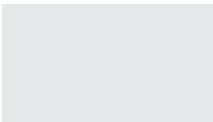
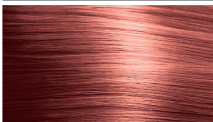
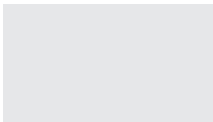
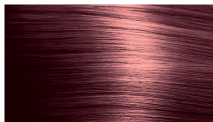

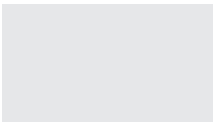
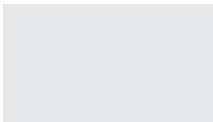
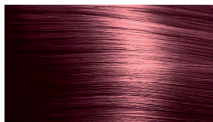




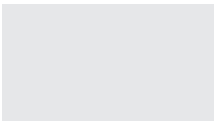





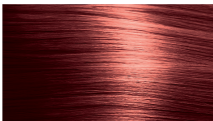
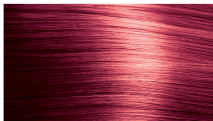
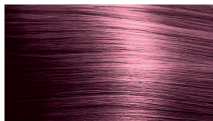

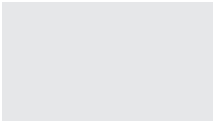


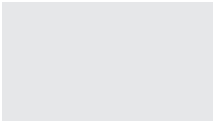
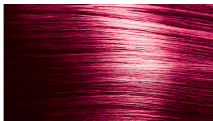
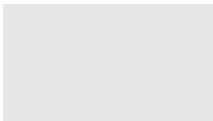


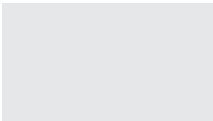

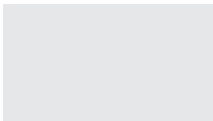
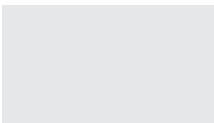
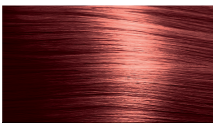
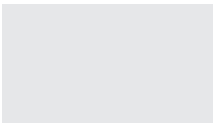
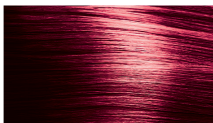
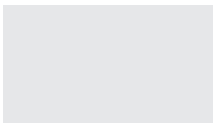
10- Very pale blonde
9- Very light blonde
8- Light blonde
7- Medium blonde
6- Dark blonde
5- Light brown
4- Medium brown
3- Dark brown
2- Very dark brown
1- Black

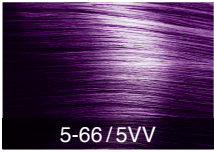

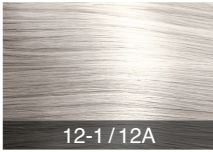

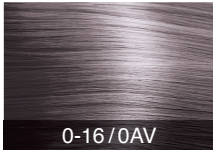
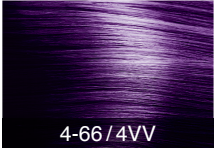



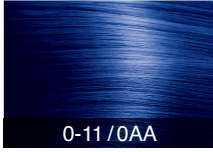
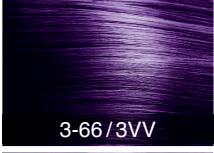




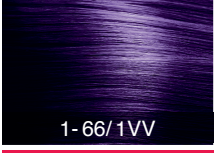



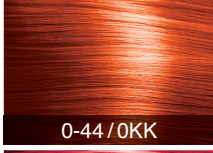

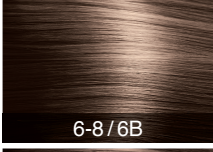

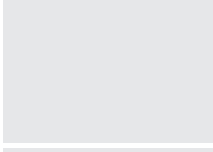
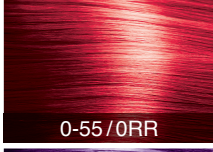
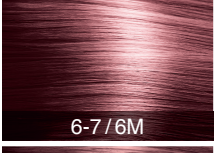
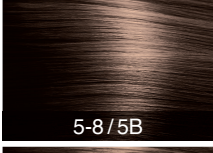

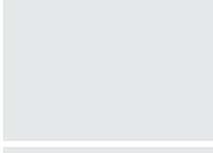

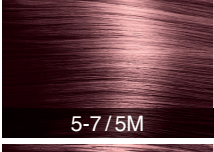
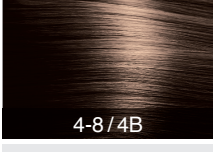
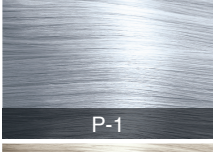
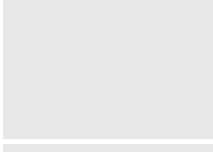

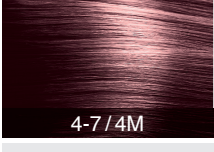
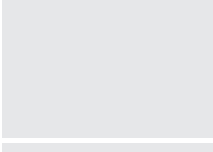

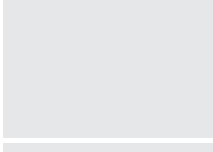

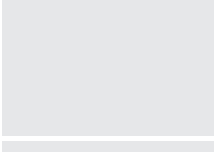
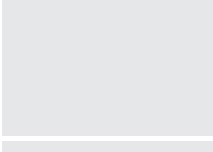

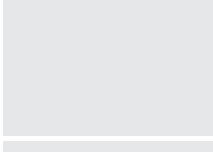
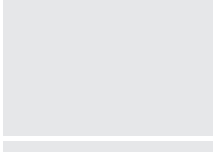
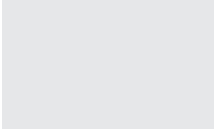
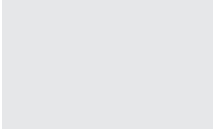

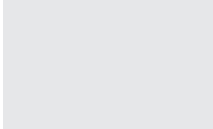
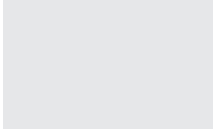
Underlying pigments

Extra pale yellow
Pale yellow
Yellow
Yellow-orange
Orange
Orange-red
Red-orange
Red
Red-brown
Dark red-brown

Neutral Neutre ● 100%	Intense Neutral Neutre intense ● 100%	Ash Cendré 1/A ● 25%	Intense Ash Cendré intense 11/AA ● 25%	Matte Mat 13/AG ● 25%
10		10-1 / 10A		
9	9	9-1 / 9A		
8	8	8-1 / 8A	8-11 / 8AA	8-13 / 8AG
7	7	7-1 / 7A	7-11 / 7AA	7-13 / 7AG
6	6	6-1 / 6A	6-11 / 6AA	6-13 / 6AG
5	5	5-1 / 5A	5-11 / 5AA	5-13 / 5AG
4	4	4-1 / 4A	4-11 / 4AA	4-13 / 4AG
3	3			
2				
1		1-1 / 1A		

<p>Ash Brown Cendré brun 18/AB ● 100%</p>	<p>Iridescent Irisé 2/I</p>	<p>Cool Beige Beige froid 31/GA ◐ 25%</p>	<p>Cool Brown Brun froid 318/GAB ● 100%</p>	<p>Beige 32/GI</p>
[Blank]	<p>10-2/10I</p>	<p>10-31/10GA</p>	[Blank]	<p>10-32/10GI</p>
[Blank]	<p>9-2/9I</p>	<p>9-31/9GA</p>	<p>9-318/9GAB</p>	<p>9-32/9GI</p>
<p>8-18/8AB</p>	<p>8-2/8I</p>	<p>8-31/8GA</p>	<p>8-318/8GAB</p>	<p>8-32/8GI</p>
<p>7-18/7AB</p>	<p>7-2/7I</p>	<p>7-31/7GA</p>	<p>7-318/7GAB</p>	[Blank]
<p>6-18/6AB</p>	<p>Gold Doré 3/G</p>	<p>6-31/6GA</p>	<p>6-318/6GAB</p>	<p>Golden Copper Doré cuivré 34/GK ● 100%</p>
<p>5-18/5AB</p>	<p>9-3/9G</p>	<p>5-31/5GA</p>	<p>5-318/5GAB</p>	<p>9-34/9GK</p>
[Blank]	<p>8-3/8G</p>	<p>4-31/4GA</p>	<p>4-318/4GAB</p>	<p>8-34/8GK</p>
<p>3-18/3AB</p>	<p>7-3/7G</p>	<p>3-31/3GA</p>	[Blank]	<p>7-34/7GK</p>
[Blank]	<p>6-3/6G</p>	[Blank]	[Blank]	<p>6-34/6GK</p>
[Blank]	<p>5-3/5G</p>	[Blank]	[Blank]	<p>5-34/5GK</p>

Golden Beige Beige doré 36 / GV	Intense Copper Cuivré intense 44 / KK	Copper Red Cuivré rouge 45 / KR	Intense Red Rouge intense 55 / RR	Red Violet Rouge violet 56 / RV
 10-36 / 10GV		 7-45 / 7KR		 6-56 / 6RV
 9-36 / 9GV		 6-45 / 6KR		 5-56 / 5RV
 8-36 / 8GV		Red Copper Rouge cuivré 54 / RK		 4-56 / 4RV
 7-36 / 7GV	 7-44 / 7KK	 7-54 / 7RK	 7-55 / 7RR	Violet 6 / V
	 6-44 / 6KK	 6-54 / 6RK	 6-55 / 6RR	 6-6 / 6V
Copper Cuivré 4 / K	 5-44 / 5KK	 5-54 / 5RK	 5-55 / 5RR	 5-6 / 5V
 7-4 / 7K	Luxuriant Copper Cuivré luxuriant 444 / K ³		Red-Violet Rouge-violet Luxuriant 556 / RRV	 4-6 / 4V
 6-4 / 6K	 7-444 / 7K ³		 6-556 / 6RRV	
 5-4 / 5K	 6-444 / 6K ³		 5-556 / 5RRV	
	 5-444 / 5K ³		 4-556 / 4RRV	

Luxuriant Violet Violet luxuriant 66 / VV	Brown Brun 8 / B ● 100%	Pure Blonde Blond pur 12	8 ULTRA 8U ● 100%	MIX
 5-66 / 5VV	 10-8 / 10B	 12-1 / 12A	 8U NEUTRAL/NEUTRE	 0-16 / 0AV
 4-66 / 4VV	 9-8 / 9B	 12-2 / 12I	 8U-12/8U-AI	 0-11 / 0AA
 3-66 / 3VV	 8-8 / 8B	 12-16 / 12AV	 8U-36/8U-GV	 0-33 / 0GG
 1-66 / 1VV	 7-8 / 7B	 12-6 / 12V	 8U-3/8U-G	 0-44 / 0KK
 Mahogany Acajou 7 / M	 6-8 / 6B	 12-31 / 12GA		 0-55 / 0RR
 6-7 / 6M	 5-8 / 5B	 Pastel P		 0-66 / 0VV
 5-7 / 5M	 4-8 / 4B	 P-1		 CLEAR
 4-7 / 4M		 P-12		 BC
		 P-32		
		 P-82		

The mixing ratio for the Pure Blonde series is 1 : 2 / Les proportions de mélange pour la série Blond pur sont 1 : 2
 Shades are for visual reference only. Final results may vary. / Les nuances sont pour référence visuelle seulement. Les résultats peuvent varier.

Jan. 2023



Questions ?

1.877.837.6426 / oligopro.com