

Essential
Colourist's
Toolbox

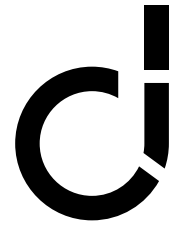


COLOR DEFENCE

color maintenance system

Technical Manual

MARCH 2023



COLOR DEFENCE

color maintenance system



As simple as

- 1
- 2
- 3



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COLOR DEFENCE

color maintenance system

- 100% vegan
- botanical ingredients
- sustainable recycled PET packaging
- Green manufacturing

The most advanced
complete personalised
color maintenance
system



Your secret weapon for perfect colour

Essential
Colourist's
Toolbox

CREATE > CORRECT > PRESERVE



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color maintenance system

Introduction / The Why

Why Color Defence?

What is Color Defence?

The Why

The color defence system gives ultimate control over all colour services from day one to the next salon colour service.

It provides insurance for all colour outcomes.

It supports the integrity of both colour and hair quality. Maintains vibrancy, tone, shine and condition of the hair.

Provides a unique point of difference and philosophy that supports all salon colour services.

The Colourist's Toolbox

Color Defence is a personalised hair colour maintenance system, designed by colourists for colourists.

Color Defence is an innovative, technical break through in hair colour maintenance and care. It is the ultimate hair colour fade prevention system.

Color Defence is a 3-step system to complement all colour services. It is also the ultimate hair colour maintenance for clients to use at home between salon colour services.

Color Defence is a unique system allowing you to personalise a mixture of tones to the exact match of an individual client's colour.

Color Defence is a system that eliminates colour fade by maintaining the shine, tone and condition of freshly coloured hair from one salon visit to the next.

What causes hair colour to change?

Why do we lose shine, tone, definition and depth of colour?

- Washing - like all fibres, hair loses colour from shampooing and conditioning
- Exposure to UV/sunlight
- Lifestyle activities eg. sun, surf, chlorine and environmental pollutants
- The constant use of thermal styling tools
- Hair condition and porosity
- The type and frequency of chemical services
- Length and age of the hair
- Hair texture – fine, medium or coarse
- The underlying pigment and stability of undertones.



Color Defence

The Salon Benefits

The Colourist's Toolbox

Color Defence provides the salon with a number of unique benefits:

The ability to personalise a colour maintenance program with a custom blend of colour shampoos and colour rehydrators to match the exact tones of a client's colour. Clients then use their personalised colour maintenance program at home to maintain their colour between salon visits.

- Improved colour service outcomes and consistent results, from one colour service to the next
- Guaranteed quality and stability of salon colour services
- Enables the colourist to provide a guarantee of longer lasting colour providing greater client value
- Additional in-salon colour service opportunities
- Creates easy and quick effective services
- Reduced service time providing greater salon efficiency and enhanced salon profits
- Replaces permanent or demi colour with a more cost-effective product when balancing colour on midlengths and ends
- Can also be used as a toner after highlighting and bleaching services
- Develop a retail service opportunity that you own. Clients have to return to you to repurchase their personalised program.
- More repeat business from loyal satisfied, customers
- Business growth through more referrals by happy customers
- The collection is designed to support all hair colour brands and categories of colour (permanent colours, demi-permanent colours, semi-permanent colours, highlights, special effects and vivid colour services).

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Color Defence

The Client Benefits

- Improved condition and overall quality of the hair: healthy, shiny hair
- Greater colour retention - lasting colour between salon visits maintaining day one colour look through to the next colour service
- Improved customer value
- Improved client satisfaction with salon colour results
- Improved hair quality and manageability



Color Defence Colour Depositing System

Colour depositing shampoos and rehydrators

Color Defence colour depositing system is designed to prevent hair colour fade by depositing the correct amount of tone into the hair with every wash.

3-defence complex

Consists of a unique combination of three ingredients:

- **Melanin;** an anti-oxidant that helps prevent oxidation and hair colour fade.
- **Superoxide dismutase;** a natural enzyme, neutralises developer residues, which are left in the hair after rinsing colour and shampooing.
- **Wasabia japonica root extract;** protection from environmental damage
 - **Natural sun-filtering** ingredients help to protect hair and hair colour from the effects of the sun's ultra-violet rays, and oxidation.
 - **Reflective micro-glints** create added reflective lights to hair, enhancing appearance.

Features & benefits

All contain a blend of hair colour protection ingredients.

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Colour depositing shampoos and rehydrators

- Color Defence does not contain peroxide, ammonia or colour carrying agents.
- Biodegradable colour pigments in colour shampoos and colour rehydrators deposit within the cuticle layer of the hair. These pigments protect from factors that normally fade hair colour, delivering tone and colour richness.



Colour
Depositing
Shampoos



Colour
Depositing
Rehydrators

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The Classics: Color Defence Depositing Shampoos and Rehydrators

Color Depositing Shampoos

Tone and maintain colour

Step 2: tone with personalised colour shampoo blend

Custom blend of colour shampoos formulated by the professional colourist to match the exact tones of a client's colour. They protect the colour and maintain tone, shine and condition.

A simple and easy to use colour distribution system.

Compensates for hair colour fade and oxidation, depositing the right amount of tone and preventing further oxidation.

A blend of plant and flower extracts and conditioning agents together with a unique combination of pigments in a creatively formulated shampoo base.

Naturally derived plant and flower extracts.

pH 4.5 – 5.5



Blondes



Reds



Brunettes

Color Depositing Rehydrators

Enhance colour, tone and moisturise

Step 3: moisturise and tone

Custom blend of colour rehydrators formulated by the professional colourist to match the exact tones of a client's colour. Provides additional colour stability and hydration, whilst maintaining tone and shine.

Adds tone, compensating for hair colour fade and oxidation.

Restores pH balance and adds moisture without weighing the hair down.

A blend of moisturising humectants with a unique combination of pigments in a low pH, colour-sealing base.

Naturally derived plant and flower extracts.

pH 3.0 – 3.5



Blondes



Reds



Brunettes

9 colour depositing shampoos & 9 colour depositing rehydrators

Identified by the number 2 (shampoo) and 3 (rehydrator) on the bottle.

Colour depositing shampoos are colour coded and identified by a solid colour band at the top of the label and vertical colour swatch indicating the tone.

Colour rehydrators are colour coded and identified by a striped colour band at the top of the label and vertical colour swatch indicating the tone.



Color depositing collection

Colour bases

Colour Shampoos and Rehydrators	Colour Base	Functional Benefits
Blondes		
Platinum	Violet	Prevents yellow, maintains brightness of grey, white, pale blonde and highlighted hair.
Wheat	Pale-Yellow	Maintains brightness of pale blonde and pale highlighted hair.
Sundrop	Yellow / Gold	Maintains brightness of pale, medium, dark blonde and highlighted hair.
Reds		
Copper	Orange Yellow	Maintains brightness of deep strawberry blonde, copper, auburn and warm brown hair.
Crimson	Red	Maintains brightness of bright red and bright red brown hair.
Wine	Red violet	Maintains brightness of red, red brown and burgundy hair.
Brunettes		
Chestnut	Warm yellow brown	Maintains richness and brilliance of light, medium and dark brown hair.
Slate	Grey brown	Prevents warmth and maintains depth of dark blonde, light, medium and dark brown hair.
Jet	Blue grey	Prevents warmth and maintains depth of dark brown and black hair.

Note:

Formulate for the lightest shade in the overall hair colour to reduce the intensity of the tone/vibrancy:

- Add wheat shampoo or balancing shampoo to colour shampoos
- Add wheat rehydrator or hydrating mask to colour rehydrators.

The colour guide

Blondes:

Shampoos and Rehydators



PLATINUM

Prevents yellow, maintains brightness of grey, white, pale blonde and highlighted hair.



WHEAT

Maintains brightness of pale blonde and pale highlighted hair.



SUNDROP

Maintains brightness of pale, medium, dark blonde and highlighted hair.

Reds:

Shampoos and Rehydators



COPPER

Maintains brightness of deep strawberry blonde, copper, auburn and warm brown hair.



CRIMSON

Maintains brightness of bright red and bright red brown hair.



WINE

Maintains brightness of red, red brown and burgundy hair.

Brunettes:

Shampoos and Rehydators



CHESTNUT

Maintains richness and brilliance of light, medium and dark brown hair.



SLATE

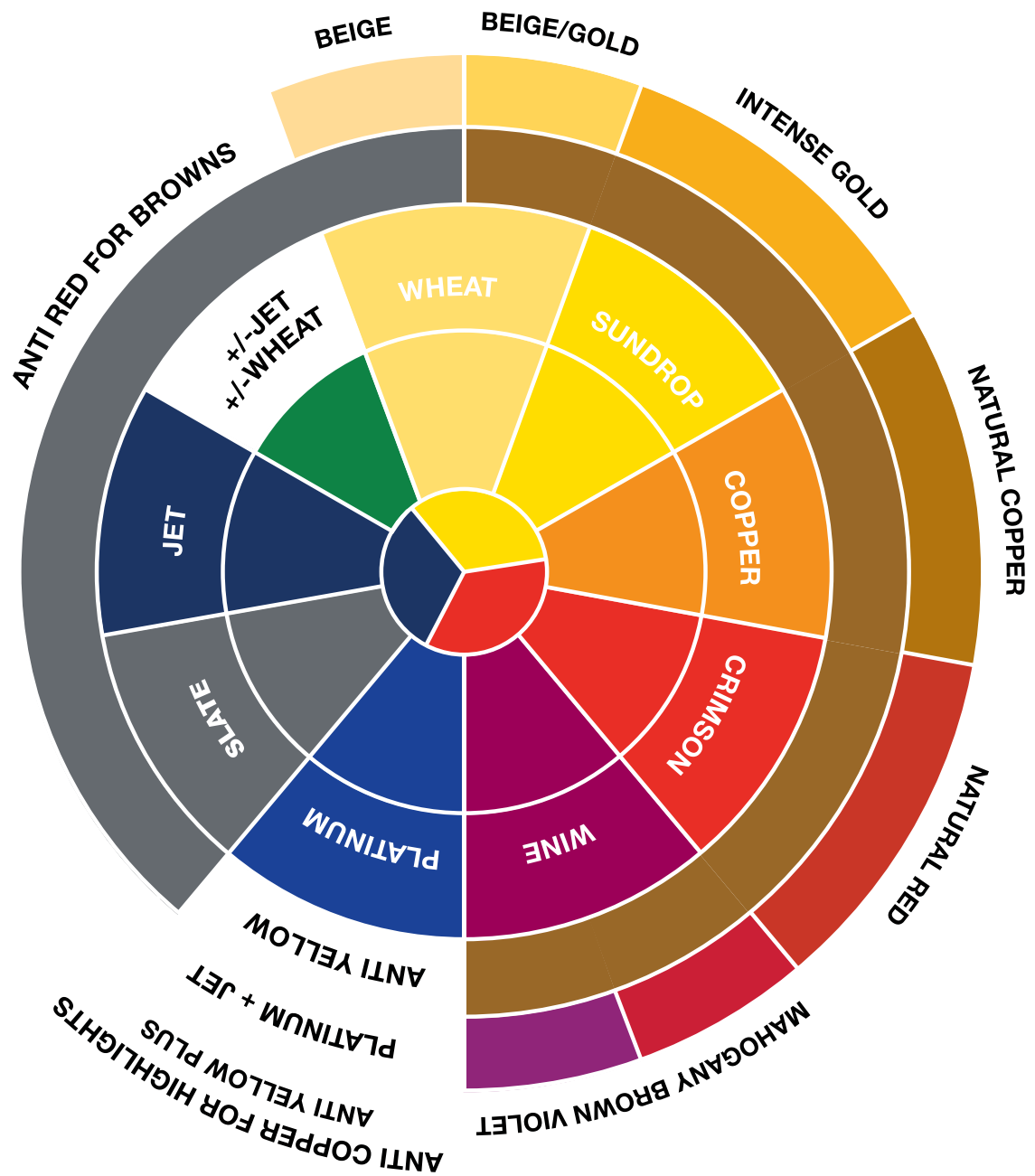
Prevents warmth and maintains depth of dark blonde, light, medium and dark brown hair.



JET

Prevents warmth and maintains depth of dark brown and black hair.

The colour guide



The color defence mixing guide

	LEVEL									
TONES	1 Black	2 Darkest Brown	3 Dark Brown	4 Brown	5 Light Brown	6 Dark Blonde	7 Blonde	8 Light Blonde	9 Very Light Blonde	10 Lightest Blonde
Natural Golds			Chestnut			1/2 Sundrop, 1/2 Chestnut. For very porous hair add more sundrop		Sundrop	1/2 Sundrop, 1/2 Wheat	
Warm Natural Gold Coppers			3/4 Chestnut, 1/4 Copper			1/3 Chestnut, 1/3 Copper, 1/3 sundrop. For very porous hair add more copper. For high lightened hair add Sundrop.		3/4 Sundrop, drop of Copper and Chestnut		
Coppers Auburns		3/4 Chestnut, 1/4 Copper add Crimson for intense Red			1/2 Chestnut, 1/2 Copper. For very porous hair add more Chestnut.		3/4 Sundrop, 1/4 Copper			
Copper Reds Brown/Blonde		1/3 Wine, 1/3 Chestnut, 1/3 Crimson. Add Crimson for intense Red			1/2 Crimson, 1/2 Chestnut. For very porous hair add more Chestnut.					
Bright Red/Brown		1/2 Wine, 1/2 Crimson. For very porous hair add more Chestnut.			Crimson					
Burgundy, Plum, Red Violet	3/4 Wine, 1/4 Jet For very porous hair add more Jet.				1/2 Wine, 1/4 Crimson, 1/4 Jet					
Neutrals		1/2 Chestnut, 1/2 Slate			1/3 Chestnut, 1/3 Sundrop, 1/3 Slate. For very porous hair add more Chestnut.		1/3 Sundrop, 1/3 Wheat. 1/3 Platinum. For very porous hair add more Chestnut.			
Beige							1/3 Sundrop, 1/3 Wheat, 1/3 Platinum		3/4 Wheat, 1/4 Sundrop and dash Platinum	
Cool Naturals	Jet	3/4 Jet, 1/4 Slate			1/2 Platinum, 1/2 Slate		1/4 Platinum, 1/2 Wheat, 1/4 Slate. For very porous hair add more Wheat.			
White Blonde									3/4 Platinum, 1/4 Wheat. For very porous hair add more Wheat.	
Porous White Blonde									Platinum. For very porous hair add daily balancing shampoo	
Very Pale Beige Blonde									1/4 Platinum, 3/4 Wheat. For very porous hair add more Wheat.	

Note:
Formulas are a guide and should be confirmed by doing a test strand.

Results chart

Colour	Colour Bases	Highlighted Hair	Blonde Hair	Red Hair	Brown Hair	Black Hair	Unpigmented/ White Hair
Platinum	Violet base	Neutralises yellow tones in all blonde hair	Neutralises yellow tones in all highlighted hair	No result	No result	No result	Neutralises yellow tones in all white to gray hair
Wheat	Pale neutral beige base	Adds a hint of natural beige or yellow blonde tone to brighten pale highlighted hair	Adds a hint of natural beige yellow blonde tone to brighten pale or light blonde hair. No result on medium or dark blonde hair	No result	No result	No result	No result
Sundrop	Neutral beige/ yellow base	Adds a natural yellow blonde tone to brighten all highlighted hair	Adds natural yellow blonde tone to brighten all blonde hair	Adds natural yellow tones and warms red hair	Adds a hint of natural yellow blonde tone to brighten natural highlights of all brown hair	No results	No results
Copper	Orange yellow base	Only recommended if very bright orange red highlights are desired	Not recommended	Adds orange yellow tones and intensifies strawberry blonde and auburn hair	Adds warm orange yellow tones to all brown hair	No result	Not recommended
Crimson	Red base	Only recommended if very bright red highlights are desired	Not recommended	Adds red tones and brightens red and red brown hair	Adds red tones to all brown hair	Adds a hint of red tones	Not recommended
Wine	Red violet base	Only recommended if very bright red violet highlights are desired	Not recommended	Adds red violet tones and intensifies red, red brown and burgundy hair	Adds red violet tones to all brown hair	Adds a hint of red violet tones	Not recommended
Chestnut	Warm yellow/ brown base	Adds natural blondish brown tones and deoens all highlighted hair	Adds natural blondish brown tones and enriches all blonde hair	Adds natural brown tones and enriches all red hair	Adds natural brown tones to enrich all brown hair	Softens black tones	Not recommended
Slate	Neutral gray/ brown base	Not recommended	Only recommended for darkest blonde hair to add depth and neutralise warmth	Adds depth and neutralises red tones	Adds depth and eliminates red undertones	Softens red tones	Adds a hint of depth
Jet	Neutral blue/gray base	Not recommended	Not recommended	Adds depth and neutralises red tones	Adds depth and eliminates red tones	Adds depth and eliminates red tones	Not recommended

Color Defence cocktails for pale blondes

Level	Colour			Ratio	Result
10	Wheat		Slate	2:1	Almond
10	Platinum		Slate	1:1	Chalky
9	Slate		Platinum	3:1	Smokey/ silver
10	Platinum	Slate	Wine	2:1:1	Lavendar
10	Platinum		Wheat	3:1	Biscuit
10	Slate	Wine		2:1	Smokey pink
10	Sundrop		Jet	4:1	Peppermint
10	Platinum		Jet	4:1	Metallic blue
10	Wine	Platinum	Jet	1:2:1	Minty rose

Level	Colour			Ratio	Result
10	Copper				Apricot
10	Wine	Crimson	Platinum	3:1:1	Rose
10	Sundrop	Chestnut		3:1	Amber
10	Wine	Copper		1:2	Coral
9	Wine				Raspberry
9	Chestnut	Wheat		2:1	Nutty

Note: • Formulas may need to be adjusted according to the porosity or undertone.
• We recommend you do a test strand before you proceed.

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Color Depositing Shampoos

Tone and maintain colour

Step 2: personalised colour depositing shampoo formula

Formulated by the colourist to match the exact tone of the client's colour.

Note: formulate for the lightest shade in the hair colour.

Advise on frequency of use according to the stability and tone of the client's colour. For example, for colours more inclined to fade, use colour depositing shampoo every wash; for colours which are less prone to fade, use colour depositing shampoo every second wash.



Directions for use:

Cleanse and prepare the hair with Step 1, balancing shampoo. distribute a generous quantity of personalised colour shampoo, blend through the hair from scalp to ends. Colour depositing shampoos do not require development; lather and rinse. If additional tone is required repeat application. Follow with Step 3 of the maintenance system.

Color Depositing Rehydrators

Enhance colour, tone and moisturise

Step 3: has three options - when to choose colour depositing rehydrators

Personalise a colour depositing rehydrator blend to match the exact tone of your client's colour when ultimate colour stability and enhanced moisture are needed.

Complements Step 2 (personalised colour shampoo) to maintain colours prone to fade, or used without Step 2 to maintain colour where colour fade is minimal. Also for more highly sensitised hair where additional conditioning, shine & tone is required.

Personalise the frequency of use according to the stability and tone of the colour. For example, for colours more inclined to fade, use colour depositing rehydrator every wash; for colours which are less prone to fade, alternate with daily balancing conditioner or balancing hydrating mask.



Directions for use:

Distribute a generous amount of personalised colour rehydrator blend through damp hair from roots to ends. Massage thoroughly and detangle with fingers or large toothed comb. For intensive moisturising leave in for 2-3 minutes. Add a little water, massage and rinse thoroughly.

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The Color Defence System

Mixing personalised colour shampoo and colour rehydrator blends

Specially designed Color Defence bottles are used to mix the perfect blend of colour depositing shampoos and colour rehydrators. The proportions and millimetre markings on the personalisation bottles allow for precise measuring of the colour depositing colour shampoos and colour rehydrators.

Use the mixing guide as a reference (p.24) to create the unique blend to match the exact tone of your client's hair colour.

Shake bottle side to side for quick mixing.

Note: Always record your client's formula on the client record as it now forms part of the colour service.



The technique

Colour matching technique

Colour matching refers to personalising the client's take-home colour depositing shampoos and/or rehydrators. blend two or more colours together to match the exact tone of the client's colour.

Note: Formulate for the lightest shade in the hair colour.

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How The System Works: Three Easy Steps

Cleanse – Tone – Moisturise

The system consists of three simple steps:

/01

Step 01:

Cleanse and prepare the hair using balancing volume shampoo and balancing smoothing shampoo

/02

Step 02:

Tone with personalised colour shampoo blend colour depositing shampoos

/03

Step 03:

Moisturise and tone / moisturise and condition using either:

- personalised colour rehydrating blend
- balancing conditioner
- hydrating mask.



Balancing Collection

The products that make up the system

The balancing support system

- Balancing volume shampoo
- Balancing smoothing shampoo
- Balancing conditioner
- Hydrating mask

Features and benefits

All products in the balancing collection contain

- Kiwi extract & vitamin E (anti oxidants)
- The 3-defence complex system (consists of a unique combination of three ingredients)
 - Melanin (protects against free radical damage)
 - Superoxide dismutase enzyme (reduces oxidation)
 - Wasabia japonica root extract (protects against environmental damage)



Balancing Volume & Smoothing Shampoo

Cleanse and prepare

Step 1: cleanse and prepare

Gentle cleanser for coloured and natural hair, adds body & shine.

The essential first step in the colour maintenance system. It cleanses and prepares the hair for step 2 (Colour Shampoo) and step 3 (colour rehydrator) by creating a uniform, negative electrical charge from roots to ends. It prepares the hair to take up tone evenly from roots to ends.

Volumising shampoo recommended as a daily shampoo for natural and fine hair or Smoothing shampoo for dehydrated hair.

Contains kiwi extract and vitamin E.

pH 5.5



Directions for use:

Massage balancing Volume or Smoothing shampoo into wet hair, lather and rinse. Repeat if necessary. Squeeze excess moisture from hair. Follow with Step 2; an application of personalised colour shampoo blend.

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Balancing Conditioner

Moisturise and condition

Step 3: moisturise and condition

Lightweight conditioner for coloured and natural hair, provides instant detangling, enhances body, manageability & shine.

Can be used as a daily conditioner, the instant-action detangling formula leaves hair with a weightless, full-bodied, natural texture.

Restores the pH balance of hair, evens out porosity.

May be alternated with colour rehydrators.

Contains kiwi extract and vitamin E.

pH 4.5



Step 3: has three options - balancing conditioner / hydrating mask / colour rehydrator

Used when minimal colour fade is present and light moisture is required. Can also be used as an alternative for conditioner when using a colour depositing rehydrator.

Directions for use:

Distribute a generous amount of balancing conditioner from roots to ends. Massage and detangle with fingers or large toothed comb. Add a little water, massage, then rinse thoroughly. Can be used as a daily conditioner.

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Hydrating Mask

Intensive moisturiser and conditioner

Step 3: Moisturise and condition

Weightless, hydrating treatment for coloured and natural hair, enhances manageability & shine.

Can be used as a daily rehydrator. Intense hydrating mask locks in colour while replenishing vital moisture to dry and damaged hair.

A plant and vegetable derived formula with positively charged humectants that are attracted to the negative/damaged areas of the hair. Replenishes & revitalises colour or chemically treated hair.

May be alternated with colour rehydrators.

Contains kiwi extract, vitamin E and aloe vera extract.

pH 3.0 - 3.5

Step 3: has three options - when to choose hydrating mask

Used when minimal colour fade is present and hair requires maximum moisture and conditioning. Can also be used as a weekly hydrating treatment or in salon treatment.



Directions for use:

Distribute a generous amount of your personalised colour rehydrator blend through damp hair from roots to ends. Massage thoroughly and detangle with fingers or large tooth comb. For intensive moisturising leave in for 2-3 minutes, add a little water, massage and rinse thoroughly.

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The Vivids

Introducing Color Defence **VIVIDS**

Maintain Vivid colour results with a personalised Vivid colour maintenance program.

The new Vivids range now offers support to Vivid colouring like never before.


As an extension of Color Defence Classics, the Vivids range provides a whole new set of creative possibilities.

The Vivids provide a pallet of 7 new intense direct tones in both a shampoo and re-hydrator base, which can be intermixed and diluted to create an infinite pallet.

Vivids Shampoos and Vivids Re-hydrators are the ultimate tools for color correction and maintenance.

Vivids can be added to the Color Defence Classics range to intensify tones.

Vivids Pallet

Tones	Description of tone
	Ruby Red Vibrant pink red
	Lemon Yellow Vibrant daffodil yellow
	Electric Blue Vibrant peacock blue
	Juicy Orange Vibrant tangerine
	Absolute Violet Vibrant Royal purple
	Flashy Fuchsia Vibrant magenta
	Emerald Green Emerald green

Features

- 100% Vegan
- Sulphate free formulation with UV filterers that protect coloured hair
- Hydrolyzed vegetable proteins and a substantive polymer repair complex that softens and smooths the hair fibre, delivering amazing shine and condition



Introducing Color Defence **VIVIDS**

How to achieve the best results with Vivids

Prepare the hair with Balancing Shampoo which will even out porosity and the electrical charge of coloured hair ensuring an even take up of tone from roots to ends.

Balancing shampoo is formulated to create an even negative charge from roots to ends, the Direct dyes are positively charged and are

attracted evenly to the negatively charged hair (put simply, positive and negative attract). This ensures an even take-up of tone.

Development time 10-15 minutes to maximise colour durability.

Vivids are a quick easy and accurate method to replace under tones to support colour outcomes when re-colouring / or during color corrections.



Introducing NEW Color Defence **VIVIDS**

Dilution of Vivids

The vivids Shampoos and Hydrators can be diluted from their full intensity all the way down to soft pastels.

Vivids Shampoos are diluted with Balancing Volume Shampoo.

25% - 50% - 75% + additional dilution for very soft pastels

As the color of product and the result are visually the same, we recommend that you do a small dilution in the proportions that match your desired outcome.

Do a test strand and amend your dilution if required.

Dispensing from 250ml Vivids & Balancing Shampoo each pump = 1ml

Dispensing from 1000ml Vivids & Balancing Shampoo each pump = 3ml

Vivids Re-hydrators are diluted with Balancing Re-hydrator Masque.

25% - 50% - 75% + additional dilution for very soft pastels

As the color of product and the result are visually the same, we recommend that you do a small dilution in the proportions that match your desired outcome. Do a test strand and amend your dilution if required.

Dispensing from 250ml Vivids & Balancing Re-hydrating Masque each pump = 1ml

Dispensing from 1000ml Vivids & Balancing Re-hydrating Masque each pump = 3ml

Note: that the Vivids Re-hydrators will require a little more dilution than the shampoos as the tones are a little more intense. eg; for a 50% reduction in tone you may require 1ml of your chosen Vivids Tone and 2ml of Re Hydrating Masque to achieve a 50% reduction in tone.



Introducing NEW Color Defence **VIVIDS**








Mixing of Vivid Shades

The Vivids pallet can be extended by intermixing tones to create an infinite palette of tones.

Vivid toners on pre-lightened hair shades can be diluted from their full intensity to a pastel version of each shade.



Table of mixed tones examples

Vivid Tones	Intermediate mix tone 50/50	Resulting tone
 Ruby Red	Ruby Red + Lemon Yellow	Red orange
 Lemon Yellow	Lemon Yellow + Electric Blue	Blue green
 Electric Blue	Electric Blue + Ruby Red	Warm Mahogany
 Juicy Orange	Juicy Orange + Ruby Red	Copper Red
 Absolute Violet	Absolute Violet + Electric Blue	Blue Violet
 Flashy Fuchsia	Flashy Fuchsia + Ruby Red	Red Violet
 Emerald Green	Emerald Green + Lemon Yellow	Soft Green

Instructions how to use & recommendations to maximise your results

We recommend you use gloves.

To ensure a uniform take up of tone use Balancing Volume Shampoo or Balancing Smoothing Shampoo which evens the porosity of the hair and establishes an even negative electrical charge through the hair. The Direct dyes are positively charged so there is a strong and even attraction to the hair.

To maximise the intensity of the vivid tone we recommend they are applied to pre-lightened bases of 9 -10 level clean pale to very pale yellow.

Vivids can be applied to pre-coloured darker bases level 8-2 The darker the base the less intense the outcome will be, on bases 6-3 you will obtain a highlight of the tone used. The darker the base the softer the tone.

The vivid shades can be removed without damaging the hair quality by using Balancing Volume Shampoo, undiluted with the addition of heat for 15 to 20 minutes. We recommend you check regularly. You will be left with a pale yellow or very light pastel version of the original colour.

A repeat application may be require depending on the number of applications that have been done prior to removing.

Note: Electric Blue, Absolute Violet and Flashy Fuchsia are a little more difficult to remove and may require a repeat application (rinse, towel dry and repeat the process). Check regularly.

Should you require additional support please contact us at info@smithscollectivebrands.com.au

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Salon Services

Salon Service Menu

Colour Defence Creates NEW Salon services

Colour service guarantee with Personalised take home Colour Maintenance Program.

Preserve - Tone - Shine - Condition

A guide to Color Defence Service Menu

Seal the Colour

- Stabilise your colour result

Revive the colour

- Gives you that freshly coloured look
- Restores tone, shine & condition

Create Tone & Special Effectson hilighted & pre lightened bases

- Create your signature tone, shine & condition
- Gentle non-chemical toner

Correct discoloration

- Eliminates the effects of discolouration, resulting from exposure to chlorine and hard water.

Five in-salon services and support technical services

Color Defence colour depositing shampoos and colour depositing rehydrators are used for the following in-salon services:

Color service guarantee

- Color Defence as a sealant after all colour services
- Color Defence to replenish tone and shine in between colour services
- Color Defence to tone and enhance highlights or create special effects
- Color Defence to correct discolouration (chlorine green or well-water orange)

Technical support for in-salon services

- Color Defence to colour match faded midlengths and ends during retouch services
- Color Defence to repigment hair for colour reversal
- Color Defence to replenish colour after chemical retexturising services



One: Color Defence as a sealant after all colour services

Seal the Colour

Benefits

Seals in the colour by adding pigment into the cuticle, trapping the permanent/demi-permanent pigment in the cortex of the hair helping to stabilise the fresh colour providing a protective layer.

Using a **colour depositing shampoo** and **colour rehydrator** following the hair colour service will allow you to create and evaluate the perfect formula for your client's take home system.

Home maintenance

Colour match personalised take-home formulas to the final hair colour result. Start your client on the Color Defence system the day of the colour service.

Technique

After the permanent hair colour service has been applied, processed and rinsed, use **balancing shampoo** as your first shampoo to stop oxidation and prepare the hair for Step 2. Follow with colour shampoo then colour rehydrator.

Use the Color Defence colour guide to help colour match the client's hair colour/tone. This may require a blend of more than one colour shampoo or rehydrator to match the client's exact tone. Always formulate to the lightest colour. See formula guide.

One: Color Defence as a sealant after all colour services

Seal the Colour

Step by step guide: procedure & home maintenance strategy.

- | | |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Step 1 | Apply chosen permanent or demi-permanent colour and process according to manufacturer's directions. Rinse well. |
| Step 2 | Squeeze out excess moisture. Shampoo with Color Defence balancing shampoo. |
| Step 3 | Apply a personalised blend of colour shampoo or rehydrator. Massage evenly through the hair from roots to ends. Rinse. Repeat application if more tone is required. |

Client home maintenance strategy

In order to maintain the tone it is essential for the client to use a colour maintenance program every second shampoo. Recommend this alternating pattern of care until their next salon service. Recommend client bring their personalised salon program to their next visit.

Two: Color Defence to replenish, tone and shine in between colour services

Colour revive

Benefits

Enhances the end result of hair cut, styling and blowdry services.

Builds client confidence in salon colour services.

Creates additional service opportunity.

Creates retail sale opportunity for home maintenance program.

Example service opportunity.

Client is booked in for a haircut. Opportunity to introduce the client to in-salon colour services, with a colour revive.

Technique

Use balancing shampoo to prepare the hair. Follow with colour shampoo then colour rehydrator. Rinse and repeat applications if additional tone is required.

Use the Color Defence colour guide to help colour match the client's hair colour/tone. This may require a blend of more than one colour shampoo or rehydrator to match the client's exact tone. Always formulate to the lightest colour. See formula guide.

Two: Color Defence to replenish, tone and shine in between colour services

Colour revive

Home maintenance

Colour match personalised, take-home formulas to the final hair colour result.

Start your client on the Color Defence system the day of the colour service.

Step by step guide: procedure & home maintenance strategy.

- | | |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Step 1 | Shampoo with Color Defence balancing shampoo, squeeze out excess moisture. |
| Step 2 | Apply a personalised blend of colour shampoo then follow with colour rehydrator. Massage evenly through the hair from roots to ends. Rinse. Repeat application if more tone is required. |

Client home maintenance strategy

In order to maintain the tone it is essential for the client to use a colour maintenance program every second shampoo. Recommend this alternating pattern of care until their next salon service. Recommend client bring their personalised salon program to their next visit.

Three: Color Defence to tone and enhance highlights or create special effects

Create tone and special effects

Benefit

Gentle, non-chemical toner. Creates and maintains the tone of highlights and special effects without changing the natural hair colour.

1. A quick simple toner, saving time and money.
2. Gives total control and flexibility of the tonal result and allows you to change tones as desired.
3. Allows you to create a home maintenance program and match and maintain the perfect tone.

Technique

Used to create the final tone or special effects on pre-lightened hair.

After highlighting or special effects, rinse out colour product and shampoo with balancing shampoo. Follow with a generous amount of desired colour depositing shampoo, then follow with rehydrator to ensure a sufficient colour deposit.

Repeat application to increase the strength of tone, as required.

Three: Color Defence to tone and enhance highlights or create special effects

Create tone and special effects

Home maintenance

Colour match personalised, take-home formulas to the final hair colour result to maintain the tone created in-between colour services. Start your client on the Color Defence system the day of the colour service.

Step by step guide: enhance, adjust or normalise tones after highlights procedure & home maintenance strategy.

Step 1 Shampoo with Color Defence balancing shampoo

Step 2 Using the chosen blend of the appropriate colour shampoos, followed by a blend of colour rehydrators, massage evenly through the hair from scalp to ends, rinse, repeat the application if more tone is required.

Client home maintenance strategy

In order to maintain the tone it is essential for the client to use a colour maintenance program every second shampoo. Recommend this alternating pattern of care until their next salon service. Recommend client bring their personalised salon program to their next visit.

Color Defence cocktails for pale blondes

Level	Colour			Ratio	Result
10	Wheat		Slate	2:1	Almond
10	Platinum		Slate	1:1	Chalky
9	Slate		Platinum	3:1	Smokey/ silver
10	Platinum	Slate	Wine	2:1:1	Lavendar
10	Platinum		Wheat	3:1	Biscuit
10	Slate	Wine		2:1	Smokey pink
10	Sundrop		Jet	4:1	Peppermint
10	Platinum		Jet	4:1	Metallic blue
10	Wine	Platinum	Jet	1:2:1	Minty rose

Level	Colour			Ratio	Result
10	Copper				Apricot
10	Wine	Crimson	Platinum	3:1:1	Rose
10	Sundrop	Chestnut		3:1	Amber
10	Wine	Copper		1:2	Coral
9	Wine				Raspberry
9	Chestnut	Wheat		2:1	Nutty

Note: • Formulas may need to be adjusted according to the porosity or undertone.
• We recommend you do a test strand before you proceed.

Four: Color Defence cocktails for pale blondes

Hair colour retouching procedure

Benefits

Using Color Defence to colour match midlengths and ends during retouch services will support your colour and create an even base on which to apply your chosen colour.

Gives a consistent colour result from roots to ends.

Reduces the amount of time that permanent colour is processed on the midlengths and ends. Hair is less stressed and hair condition is improved.

Technique

Apply permanent or demi-permanent colour to regrowth, following manufacturer's directions.

Before applying the colour formula through midlengths and ends, dampen with water spray and apply a single colour, or a custom blend of Color Defence colour depositing shampoos or colour rehydrators. Through this procedure, establish the undertone that supports the colour you wish to achieve through to the ends of the hair. Apply your chosen permanent or demi-permanent colour formula over the Color Defence application. Develop for a minimum of five to ten minutes. Check development against regrowth and remove when desired colour is achieved. Rinse well and use Color Defence shampoo/rehydrator to seal in colour.

Four: Color Defence to colour match faded midlengths and ends during retouch services

Hair colour retouching procedure

Home maintenance

Colour match personalised take-home formulas to the final hair colour result. Start your client on the Color Defence system the day of the colour service.

Step by step guide: colour match faded midlengths and ends procedure & home maintenance strategy.

Step 1	Process regrowth according to manufacturer's directions
Step 2	Mist mid-shaft and ends of hair with water
Step 3	Using the appropriate colour shampoo or rehydrator, blend to establish supporting undertones, work evenly through hair, midlengths and ends
Step 4	Apply hair colour through the midlengths and ends as normal
Step 5	Process for 5-10 minutes, checking development. This technique achieves more even tone

Client home maintenance strategy			
	Cleanse	Tone	Moisturise
Day one	Balancing shampoo	colour shampoo	colour rehydrator
Day two	Balancing shampoo	skip	balancing conditioner/ hydrating mask

Follow this alternating pattern from salon visit to salon visit

Five: Color Defence to re-pigment for colour reversal

Repigmentation procedure

Benefits

The reverse pigment layering procedure achieves natural pigmented undertones on pre-lightened hair to achieve a more true and stable end colour result.

Allows you to create a perfectly even base by establishing correct undertones to support your target shade.

Gives you total control over your colour result, giving you and your client confidence.

The finished colour result will be more even and natural with realistic pigmented undertone.

Greater colour stability.

Protects hair condition by eliminating chemical fillers.

Quick, cost effective method.

Technique

When doing colour reversals it is essential to first replace the natural undertones in the hair.

Multiple applications of colour shampoos or colour rehydrators will replace pigments in the reverse order to which lightener or colour have removed them.

Apply a single colour or custom blend of Color Defence colour depositing shampoos or colour rehydrators?

Rehydrators. Rinse. Repeat using multiple applications for additional brightening and depth until the undertone that supports the end colour you wish to achieve is established (refer to chart indicating colour base & undertone levels). Towel dry hair. Apply your chosen colour formula over the Color Defence application. Develop as per the colour manufacturers directions. Rinse well and use Color Defence shampoo/hydrator to seal in colour.

**Note: for very dry or overly porous hair, colour rehydrators are recommended.*

Home maintenance

Colour match personalised, take-home formulas to the final hair colour result.

Start your client on the Color Defence system the day of the colour service.

Five: Color Defence to re-pigment for colour reversal

Repigmentation procedure

- Step 1** Determine desired colour/base level of target shade and corresponding undertone using the table on page 40.
- Step 2** Determine current base level of client's hair and corresponding undertone using the table below.
- Step 3** Cleanse and prepare the hair with balancing shampoo.
- Step 4** Apply colour shampoos or colour rehydrators in the reverse order, highest to lowest from current base level to desired base level, as per table. Use multiple applications to establish each undertone until the right undertone for the target colour base is achieved. Rinse and blot excess moisture between each application.
- Step 5** Towel dry hair leaving hair damp. Apply permanent or demi-permanent colour.

Five: Color Defence to re-pigment for colour reversal

Undertone level chart

Colour base level	Bleach / undertone level	Supporting Color Defence formula
10	VERY PALE YELLOW	Wheat
9	PALE YELLOW	Sundrop + Wheat
8	YELLOW	Sundrop + Chestnut
7	YELLOW ORANGE	Sundrop + Copper + Chestnut
6	ORANGE	Copper + Chestnut
5	ORANGE RED	Crimson + Copper + Chestnut
4	RED	Crimson + Chestnut
3 to 1	RED	Crimson + Chestnut

Five: Color Defence to re-pigment for colour reversal

Repigmentation procedure

Step by step guide: reverse pigment layering process procedure & home maintenance strategy.

Example: very light blonde (level 10) conversion to medium blonde (level 7)

- | | |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Step 1 | Cleanse and prepare the hair with balancing shampoo. Blot out excess moisture. |
| Step 2 | Apply a generous amount of sundrop colour shampoo or colour rehydrator blend to ensure even colour deposit. Massage evenly through the hair. Rinse and squeeze out excess moisture. Do multiple applications until an even yellow tone (level 8-9 undertone) is achieved. |
| Step 3 | Apply a generous amount of sundrop + chestnut colour shampoo or colour rehydrator blend to ensure even colour deposit. Massage evenly through the hair. Rinse and squeeze out excess moisture. Do multiple applications until an even yellow tone (level 8) undertone is achieved. |
| Step 4 | Apply a generous amount of sundrop + copper + chestnut colour shampoo or colour rehydrator blend to ensure even colour deposit. Massage evenly through the hair. Rinse and squeeze out excess moisture. Do multiple applications until an even yellow orange tone (level 7) undertone is achieved. |
| Step 5 | Towel dry hair. Follow with desired hair colour formula. Refer to manufacturer's instructions. Check processing of midlengths and ends against regrowth and reduce development time as needed. Suggested development time for repigmented midlengths and ends is 15 – 20 minutes. |

Client home maintenance strategy

To ensure colour stability a colour maintenance program is essential.

Formulate to the final colour result. Start your client on the Color Defence system the day of the colour service.

Use personalised program every second shampoo. Advise client to follow this alternating pattern until next salon visit.

Note: formulas given are based on average porosity. a strand test is recommended and make adjustments according to the porosity of hair. Your choice of colour shampoo or colour rehydrator is made based on the condition of the hair.

Five: Color Defence to re-pigment for colour reversal

Repigmentation procedure example

Step by step guide: reverse pigment layering process procedure & home maintenance strategy.

Example: medium blonde (level 7) conversion to deep red brown (level 4)

Step 1	Cleanse and prepare the hair with balancing shampoo. Blot out excess moisture.
Step 2	Apply a generous amount of copper + chestnut colour shampoo or colour rehydrator blend to ensure even colour deposit. Massage evenly through the hair. Rinse and squeeze out excess moisture. Do multiple applications until an even orange tone (level 6 undertone) is achieved.
Step 3	Apply a generous amount of crimson + copper + chestnut colour shampoo or colour rehydrator blend to ensure even colour deposit. Massage evenly through the hair. Rinse and squeeze out excess moisture. Do multiple applications until an even orange red tone (level 5 undertone) is achieved.
Step 4	Apply a generous amount of crimson + chestnut colour rehydrator blend to ensure even colour deposit. Massage evenly through the hair. Rinse and squeeze out excess moisture. Do multiple applications until an even red tone (level 5 undertone) is achieved.
Step 5	Towel dry hair. Follow with desired hair colour formula. Refer to manufacturer's instructions. Check processing of midlengths and ends against regrowth and reduce development time as needed. Suggested development time for repigmented midlengths and ends is 15 – 20 minutes.

Client home maintenance strategy

To ensure colour stability a colour maintenance program is essential.

Formulate to the final colour result. Start you client on the Color Defence system the day of the colour service.

Use personalised program every second shampoo. Advise client to follow this alternating pattern until next salon visit.

Note: formulas given are based on average porosity. a strand test is recommended. make adjustments according to the porosity of hair. Your choice of colour shampoo or colour rehydrator is made based on the condition of the hair.

Six: Color Defence to replenish colour after chemical re-texturising services

Colour replenishing procedure for permed, waved, relaxed, or straightened hair

Benefits

A quick and simple method of re-establishing lost tone due to re-texturising services.

Eliminate unwanted base tones which occur when colour is applied over the porous, hollow ends of chemically re-texturised hair.

Colour matching and colour balancing techniques revive hair colour.

Replenishing the colour after a re-texturising service allows the client to leave the salon with a true-to-tone hair colour, feeling more confident and satisfied with their salon service.

Technique

Replaces colour lost due to chemically re-texturise hair.

Follow manufacturer's directions to perm, wave, relax or straighten hair.

After the neutralising process. Remove excess moisture. Apply a single colour or custom blend of colour shampoo or colour rehydrators to support the exact tone or colour you wish to replenish. Rinse and remove excess moisture. Repeat application until the desired tone or colour is achieved. Use a generous amount of colour shampoo or colour rehydrator to ensure a sufficient colour deposit. Massage through. Use multiple applications for additional deposit. For maximum conditioning and hydration, leave final application of colour rehydrator on hair for two to three minutes.

Note: for chemically re-texturised hair, Color Defence may be used to restore the colour lost during these chemical services.

Six: Color Defence to replenish colour after chemical re-texturising services

Colour replenishing procedure for permed, waved, relaxed, or straightened hair

Home maintenance

Colour match personalised take-home formulas to the final hair colour result. Start your client on the Color Defence system the day of the colour or chemical service.

Step by step guide: procedure & home maintenance strategy.

Colour replenish faded midlengths and ends

Step 1	Process chemical re-texturised hair according to manufacturer's directions.
Step 2	Rinse thoroughly and neutralise according to manufacturer's directions. Gently towel dry.
Step 3	Using the appropriate colour shampoo or colour rehydrator blend to re-establish lost tones. Work evenly through hair, roots to ends. Rinse. Reapply if more tone or depth is required. For additional moisture and condition, leave colour rehydrator in for 2-3 minutes.

Client home maintenance strategy

	Cleanse	Tone	Moisturise
First Shampoo	Balancing shampoo	Colour shampoo	Colour rehydrator
Second Shampoo	Balancing shampoo	Colour shampoo	Colour rehydrator
	Advise client to use the maintenance program every wash until the next colour service.		

Seven: Color Defence to correct discolouration

Chlorine green or bore-water orange

Benefits

Use Color Defence for colour corrections to neutralise unwanted hair colour tones, e.G. Chlorine green & bore/well water discolouration.

A quick, simple and cost-effective method for correcting discolouration.

Eliminates the need for chemical correction and improves hair condition.

Home maintenance

Colour match personalised, take-home formula to the final hair colour result.

Start your client on the Color Defence system the day of the colour service.

Technique

Apply a generous amount of colour depositing shampoo or colour rehydrator to ensure sufficient deposit of colour. Rinse. Towel dry. Use multiple applications for additional neutralising until desired tone is achieved.

Seven: Color Defence to correct discolouration

Chlorine green or bore-water orange

Step by step guide: procedure & home maintenance strategy.

Colour corrections to neutralise unwanted hair colour tones.

Step 1 Cleanse and prepare with balancing shampoo.

Step 2 Use a generous amount of colour shampoo or rehydrator, using the corrective formula recommended for chlorine green or bore water orange. Massage evenly through hair, scalp to ends. Rinse and repeat until desired colour tone is achieved. (See page 48 for formula recommendations)

Client home maintenance strategy

	Cleanse	Tone	Moisturise
Day one	Balancing shampoo	Colour shampoo	Colour rehydrator
Day two	Balancing shampoo	Skip	Balancing conditioner

Advise client to follow this alternating pattern from salon visit to salon visit

Seven: Color Defence to correct discolouration

Chlorine green or bore-water orange

Home colour	In-salon formulas	Home maintenance example
Neutralising bore-water orange		
Neutralising bore-water orange	4 Parts wheat 1 part slate	Personalise 1/2 platinum, 1/4 wheat, 1/4 slate, alternate with balancing shampoo and daily balancing conditioner.
Medium, dark blonde & natural highlights	3 Parts wheat 1 part slate	Personalise 3/4 platinum, 1/4 wheat, 1/4 slate, alternate with Balancing shampoo and balancing conditioner.
Light, medium & dark brown	Slate	Slate alternate with balancing shampoo and balancing conditioner.
Neutralising chlorine green		
Pale blonde and pale highlights	4 Parts sundrop 1 part chestnut	Wheat, alternate with balancing shampoo and balancing conditioner.
Light, medium blonde & highlights	Sundrop	Sundrop, alternate with balancing shampoo and balancing conditioner.
Dark blonde, light brown & highlights	Sundrop	Sundrop, alternate with balancing shampoo and balancing conditioner.
Strawberry blonde and light copper	Sundrop + copper	Sundrop + copper, alternate with balancing shampoo and balancing conditioner.
<p>Note: formulas given are based on average porosity. a strand test is recommended. make adjustments according to the porosity of hair.</p>		

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Frequently Asked Questions

Color Defence tips & techniques

Test strand procedure

Selecting Color Defence colour shampoo and rehydrator formulas is best performed visually. Use the colour guide, colour swatches and colour of the product to make your selection based on the client's end colour result.

Prepare the hair with balancing shampoo. Rinse, towel dry and separate a small section of hair that represents the overall balance of the hair colour. Apply a small amount of your chosen, personalised colour shampoo or rehydrator blend on to the test strand. Wipe off excess Color Defence product and compare to background colour.

The use of a test strand is the best way to confirm that your chosen Color Defence formula is a perfect match for the desired end colour result and delivers the tone you require. If the tone on test strand is a visual match for background colour, your formula is correct. If tone of test strand is not a visual match, for example too warm or cool, adjust formula accordingly.

Once you are satisfied your formula is the perfect blend for your end colour result, apply through the hair roots to ends. Massage. Rinse thoroughly.

Removing unwanted Color Defence tones

To remove unwanted Color Defence tone from the hair, simply apply a generous amount of balancing shampoo through towel dried hair and distribute evenly (do not add water, do not lather). Wrap in plastic wrap. Place under warm dryer or heat source for 3 to 5 minutes. Add water, lather and rinse. Repeat if necessary. Do not attempt to bleach out.

For a small adjustment to tone, simply shampoo with balancing shampoo at the basin. Rinse. Repeat if necessary.

Color Defence do's and don'ts

Color Defence do's

- **DO** use colour depositing shampoos and colour rehydrators to replace ordinary shampoos and conditioners to seal-in colour; to finish hair colour processes; to even out tone; and to boost and brighten hair colour
- **DO** use a generous amount of colour depositing shampoo and rehydrator to ensure sufficient colour deposit
- **DO** re-pigment or boost tones of faded colours before hair colour processes to avoid unwanted tones and achieve richer, more even colour results
- **DO** multiple applications for more colour deposit. *Note: allowing colour rehydrators to sit on hair will give additional conditioning to hair – not more colour deposit*
- **DO** personalise colour depositing shampoos or rehydrators to create custom formulas. Follow personalised formulation guide
- **DO** use balancing shampoo, undiluted, on damp hair to remove excess Color Defence from hair. Leave under dryer for 3-5 minutes. Repeat if necessary.
- **DO** use colour depositing rehydrators if hair is overly dry or chemically stressed. This will allow simultaneous reconditioning of the hair and maximum deposit of tone and colour retention.
- **DO** note the colour coding on the bottles as well as the formulation guide to assist you to personalise the correct colour depositing shampoo and colour rehydrator.

- **DO** personalise red formulas on chemically retexturised hair to manage the intensity and vibrancy of tone. *Note: never use reds on blonde hair unless a bright result is desired.*
- **DO** start the client on the Color Defence fade prevention system the day of the colour service.
- **DO** use a hydrating mask to replace moisture lost from the hair.

Color Defence don'ts

- **DO NOT** try to make a full colour change using colour depositing shampoos or colour depositing rehydrators, they should not be used in place of permanent, demi-permanent or semi-permanent hair colour.
- **DO NOT** use or recommend red colour depositing shampoos or colour rehydrators alone on blonde hair unless very bright or special effects are desired.
- **DO NOT** leave colour depositing shampoos on hair in any situation – colour deposits instantly. Use multiple applications to achieve additional tone or depth of colour.
- **DO NOT** attempt to remove unwanted tone created by colour depositing shampoos or colour rehydrators by bleaching.

Note: refer to removing unwanted Color Defence tones on page 48.



COLOR
DEFENCE

color maintenance system



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