



VIVIDS

COLOR DEFENCE

Information Sheet

- 100% Vegan
- Sulphate free formulation with UV filters 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



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.

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.

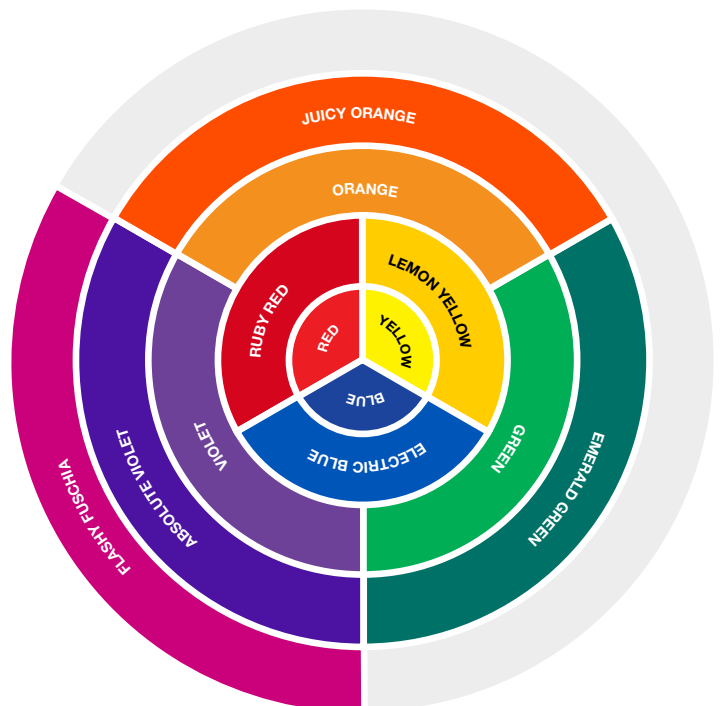
Balancing shampoo is formulated to create an even negative charge from roots to ends, the Direct dyes are positively charged and are attracted evenly to the negatively charged hair (put simply, positive and negative attract). This ensures an even take-up of tone.

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.

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



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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

Mixing of Vivid Shades

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

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-coloured darker 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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