

# PURE ELEMENTS

SCIENCE & NATURE IN HARMONY

WITH OLIVE & COCONUT OIL



# PURE COLOR CREME

AMMONIA & PPD FREE



TECHNICAL MANUAL

# PURE COLOR CREME

AMMONIA & PPD FREE



We didn't invent hair colour, *we just perfected it.*

**Pure Color Creme** the new ammonia-free and PPD-free\*, permanent creme hair colour enriched with olive oil and coconut oil, delivers superior conditioning and shine for optimum colour results.

**Pure Color Creme** delivers predictable and true colour results, natural grey coverage. Also enhances shine and condition.

**Oxypure developers** are recommended for use with **Pure Color Creme**. Their conditioning base complements the overall colour outcome, enhancing the hair condition.

**Oxypure developers** are available in; 10vol, 20vol, 30vol & 40vol.

**Pure Color Creme key ingredients; Biosaccharide gum base:**

- delivers unique conditioning and protective properties.
- soothing and moisturising the scalp.
- conditioning and moisturising hair during the colouring processing.

**A branched chain polimer;**

- conditioning agent that does not build up in the hair.
- delivers excellent wet and dry combing.
- enhances colour stability.

The base also contains olive oil, coconut oil and other key ingredients to further enhance the **Pure Color Creme** experience.

Anti-oxidants to enhance colour results and colour stability.

**These ingredients deliver;**

- soothing, calming and conditioning properties that adds shine.
- moisturising and restructuring properties.
- improved manageability, shine and condition.
- anti-ageing properties to enhance strength and the long term condition of the hair.

**Pure Color Creme DOES NOT contain:**

- p-Phenylenediamine (PPD)\*
- ammonia.

The colouring system is based on percentage of grey hair.

**Naturals:** deliver natural coverage on up to 100% white hair.

**Bright naturals:** deliver brilliant colour results, natural coverage on pigmented hair, with up to 50% white hair. When applied on hair that is more than 50% white, more intense colour results are obtained.

## Pure Color Creme Level System

1-10 LEVELS	TONES
1 Black	0.1 Ash
2 Darkest Brown	0.2 Violet
3 Dark Brown	0.3 Gold
4 Brown	0.4 Copper
5 Light Brown	0.5 Mahogany
6 Dark Blonde	0.6 Red
7 Blonde	
8 Light Blonde	
9 Very Light Blonde	
10 Extra Light Blonde	
11 Lightest Blonde	

**Cools:** ultimate cool shades that perfectly neutralize warmth from pigmented hair, with up to 25% white hair.

**Brights:** deliver vibrant colour results on pigmented hair with up to 25% white hair. When applied on hair that is more than 25% white, more intense colour results are obtained.

## VARIATIONS TO THE NUMBERING SYSTEM

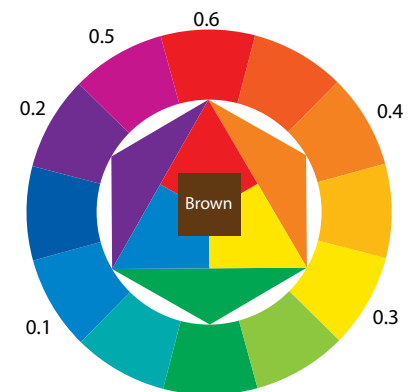
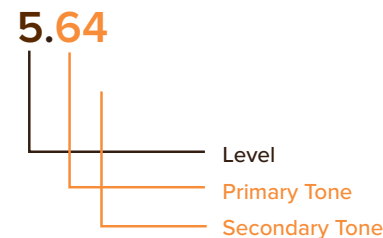
### Zero in the numbering system

The following explains how the position of .0 in the numbering system influences the nature and description of the colour.

- e.g.
- 6.03 indicates the shade has no primary tone, and the tone that follows is soft.
  - 5.40 indicates the tone preceding the 0 is intense.

### Two numbers the same after the decimal point indicates a true tone

- e.g.
- 6.220 indicates that the tone is true (.22 is a true iridescent).



## Instructions for use

Use the **Pure Color Creme** swatch book as a guide to;

- establish the percentage of pigmented versus unpigmented hair.
- use the blend finder swatches as a guide to determine the percentage of white hair.
- use the base natural shade swatches 1 through 10 to establish the level of both natural hair colour and the existing colour.
- establish the condition and porosity of the hair.
- establish the depth and tone of your target shade.
- evaluate the lightening power of your chosen shade.

**Pure Color Creme** is a balanced hair colour system. For example when you mix a 5 and a 7 in equal proportions you will create 6, the middle level is obtained.

**\*NOTE:** while none of the of the pure color creme shades contain PPD (p-Phenylenediamine) some shades may contain derivatives of PPD.

**As for all hair dyes always carry out a skin allergy test each time before colouring your client's hair.**

## Choice of developer

Establish the degree of lightning required evaluate the lifting power of the chosen colour or shade.

**Oxypure 10vol developer:** when colouring darker or to the same level.

**Oxypure 20vol developer:** to obtain one to two levels lift, or to obtain maximum coverage on grey hair.

**Oxypure 30vol developer:** to obtain up to three levels of lift, or when using bright reds / coppers on natural levels 3 - 6 to increase their warmth.

**Oxypure 40vol developer:** to obtain maximum lift up to four levels.

## Mixing

**Pure Color Creme is presented in a 100g tube**

Standard mix for all shades is 1 + 1  
(except for Lightest Blonde 11 see below)  
In a plastic bowl, mix equal parts (1+1) of **Pure Color Creme** permanent creme hair colour, and **Oxypure** 10, 20, 30 or 40 developer; (eg. 50g **Pure Color Creme** + 50g **Oxypure**)

Lightest Blonde 11:  
Mix in a plastic bowl, (1+2) 1 part **Pure Color Creme** permanent creme hair colour 11, and 2 parts of **Oxypure** 30 or 40 developer; (eg. 25g **Pure Color Creme** level 11 + 50g **Oxypure**) when you require maximum lift.

## Processing times

Standard:  
30 minutes for normal development and when lightning up to two levels lift and coverage of white hair.

For maximum coverage on resistant and coarse white hair  
On high % of white & very resistant grey hair extend the development time to 45 minutes.

Lightest Blonde level 11  
45 minutes or longer as required maximum development  
55 minutes.

Levels	Bleach Levels	Naturals	Tones					
			0.1	0.2	0.3	0.4	0.5	0.6
		11			10.3	10.03		
10	Very Pale Yellow	10	10.1					
9	Pale Yellow	9			8.3	8.03	8.04	
8	Yellow	8	8.1			7.035	7.4	7.40
7	Yellow Orange	7						7.64
6	Orange	6		6.220	6.3	6.03	6.04	6.6 6.640 6.620 6.60
5	Orange Red	5	6.1			5.035	5.4	5.40
4	Red	4				4.03	4.04	5.06 5.64
3	Red	3	4.1					4.6 4.60
2	Red							3.06
1	Red	1						

PURE COLOR  
CREME

**PURE  
ELEMENTS**   
SCIENCE & NATURE IN HARMONY

# SHADE CONVERSION CHART

LUXURYBEAUTYCONCEPTS



HOW TO ORDER:

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[www.luxbc.com.au](http://www.luxbc.com.au)

BARCODE	NEW PURE COLOR NUMBERS & NAMES		FORMER PURE COLOR NUMBERS & NAMES	
	NUMBER	NAME	NUMBER	NAME
5414641965676	1	BLACK	1N	BLACK
5414641965683	3	DARK BROWN	3N	MEDIUM NEUTRAL BROWN
5414641965690	4	BROWN	4N	LIGHT NEUTRAL BROWN
5414641965706	5	LIGHT BROWN	5N	LIGHTEST NEUTRAL BROWN
5414641965713	6	DARK BLONDE	6N	DARK NEUTRAL BROWN
5414641965720	7	BLONDE	7N	MEDIUM NEUTRAL BROWN
5414641965737	8	LIGHT BLONDE	8N	LIGHT NEUTRAL BLONDE
5414641965744	9	VERY LIGHT BLONDE	9N	LIGHTEST NEUTRAL BLONDE
5414641965751	10	EXTRA LIGHT BLONDE	10N	EXTRA LIGHT NEUTRAL BLONDE
5414641965768	11	LIGHTEST BLONDE	11N	EXTRA LIGHTEST NEUTRAL BLONDE
5414641965775	4.03	SOFT GOLDEN BROWN	4BG	LIGHT BROWN GOLD
5414641965782	6.03	SOFT GOLDEN DARK BLONDE	6BG	DARK BLONDE GOLD
5414641965799	8.03	SOFT GOLDEN LIGHT BLONDE	8BG	LIGHT BLONDE GOLD
5414641965805	10.03	SOFT GOLDEN LIGHTEST BLONDE	10BG	EXTRA LIGHT BLONDE GOLD
5414641966062	5.035	SOFT GOLDEN MAHOGANY LIGHT BROWN	5B	WARM MEDIUM BROWN
5414641966079	7.035	SOFT GOLDEN MAHOGANY BLONDE	7B	WARM MEDIUM BLONDE
5414641965812	4.04	SOFT COPPER BROWN	4BC	LIGHT BROWN COPPER
5414641965829	6.04	SOFT COPPER DARK BLONDE	6BC	DARK BLONDE COPPER
5414641965836	8.04	SOFT COPPER LIGHT BLONDE	8BC	LIGHT BLONDE COPPER
5414641965843	3.06	SOFT RED DARK BROWN	3BR	MEDIUM BROWN RED
5414641965850	5.06	SOFT RED LIGHT BROWN	5BR	LIGHTEST BROWN RED
5414641965867	6.3	GOLD DARK BLONDE	6GB	DARK GOLD BLONDE
5414641965874	8.3	GOLD LIGHT BLONDE	8GB	LIGHT GOLD BLONDE
5414641965881	10.3	GOLD EXTRA LIGHT BLONDE	10GB	EXTRA LIGHT GOLD BLONDE
5414641965898	5.4	COPPER LIGHT BROWN	5CB	LIGHTEST BROWN COPPER
5414641965904	7.4	COPPER BLONDE	7CB	MEDIUM COPPER BLONDE
5414641965911	5.64	RED COPPER LIGHT BROWN	5RCB	LIGHTEST RED COPPER BROWN
5414641965928	7.64	RED COPPER BLONDE	7RCB	MEDIUM RED COPPER BLONDE
5414641965935	4.6	RED BROWN	4RB	LIGHT RED BROWN
5414641965942	6.6	RED DARK BLONDE	6RB	DARK RED BLONDE
5414641965959	4.1	ASH BROWN	4A	LIGHT ASH BROWN
5414641965966	6.1	DARK ASH BLONDE	6A	DARK ASH BLONDE
5414641965973	8.1	LIGHT ASH BLONDE	8A	LIGHT ASH
5414641965980	10.1	LIGHT ASH EXTRA BLONDE	10A	EXTRA LIGHT ASH BLONDE
5414641965997	6.220	INTENSE TRUE VIOLET DARK BLONDE	6.22	DARK VIOLET VIOLET
5414641966000	5.40	INTENSE COPPER LIGHT BROWN	5C	BRIGHT COPPER
5414641966017	7.40	INTENSE COPPER BLONDE	7C	LIGHT COPPER
5414641966024	6.640	INTENSE RED COPPER DARK BLONDE	6RC	BRIGHT RED COPPER
5414641966031	4.60	INTENSE RED BROWN	4R	DEEP RED
5414641966048	6.60	INTENSE DARK BLONDE	6R	BRIGHTEST RED
5414641966055	6.620	INTENSE RED VIOLET DARK BLONDE	6RV	DARK RED VIOLET