

STOCKHOLM SWEDEN

# REF

COLOUR MANUAL





# INDEX

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# KEY INGREDIENTS

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*REF Hair Colour minimizes the amount of chemicals used in the process of hair colouring. The combination of adding natural ingredients and our Colouring System, enhances the hairs natural shine by improving its condition.*

## STRENGTHENING QUINOA PROTEIN

Quinoa Protein has among the widest natural spreads of essential Amino Acids derived from nature. This vegan protein is very similar to the natural keratin of hair which can provide the right strength that hair needs to be healthy & beautiful. It repairs, protects, conditions, and adds shine to hair preserving its Natural Beauty.

## SOOTHING 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 IN AMMONIA

Permanent Colour with less than 2% average Ammonia content, REF ensures proper lift and deposit ratios at any level of colour choice.

## ANTI-AGING

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

# REF COLOURING SYSTEM

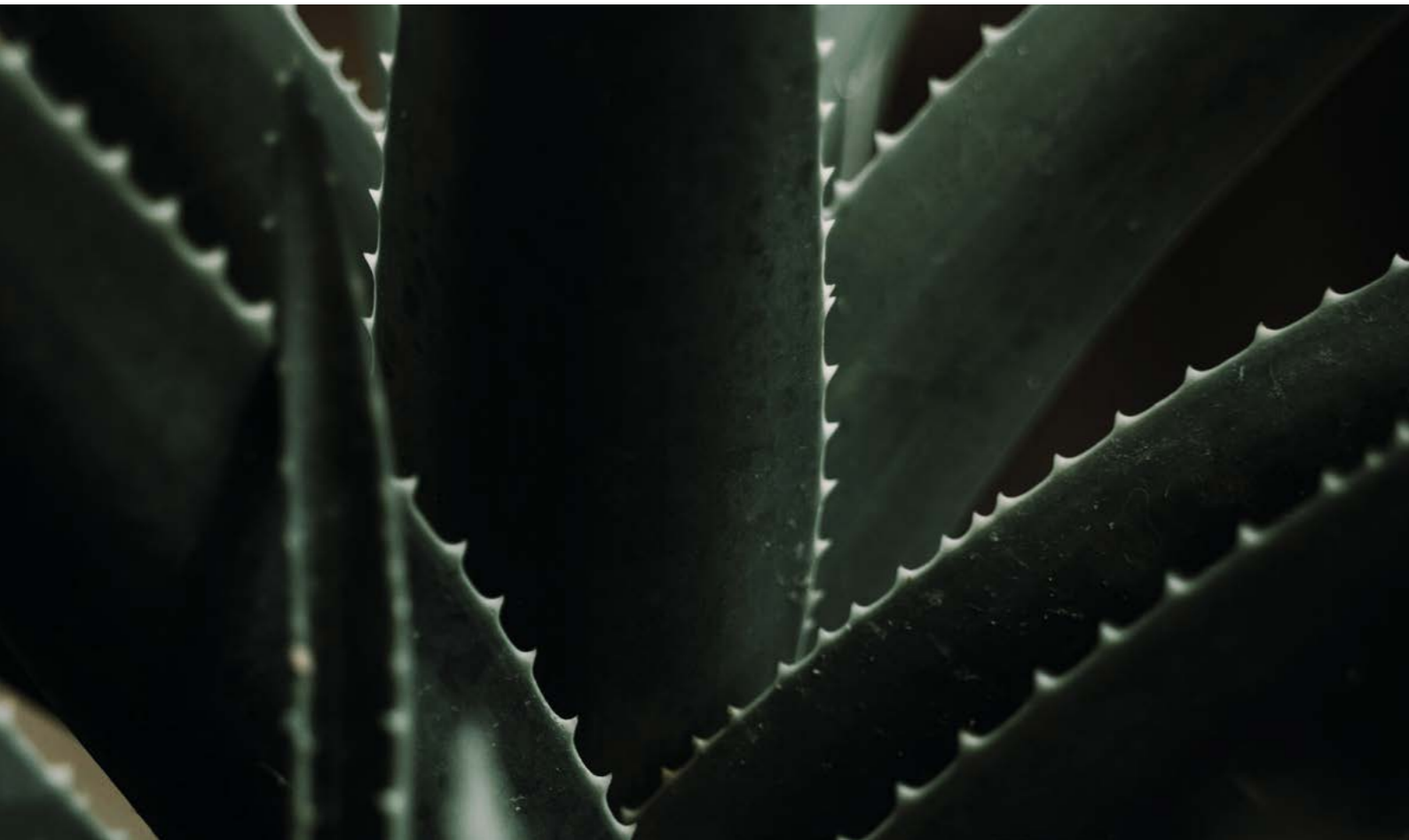
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## HIGH TECHNOLOGICAL FORMULA

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

### REF PERMANENT COLOURS

- Amazing Grey coverage
- Less than 2% ammonia
- 100% Vegan
- 60% dye load
- Moisturising properties and soothing ingredients for the scalp
- Helps to preserve the Natural Beauty of the hair
- Affordable - 1 part Colour to 1.5 Part Developer



# FEATURES & BENEFITS

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1. **100% Vegan** – Our hair colouring system does not contain any animalic ingredients.
2. **Strengthening Quinoa Protein** – Called nature's protein, contains essential Amino acids that assist in protection, repair, strength, shine and conditioning of the hair.
3. **Soothing Aloe Vera** – Long known for its healing and moisturising properties, it 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.
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** – Our base is neither cool nor warm ensuring 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 Bahias series.
12. **REF's Hair Colour** – provides outstanding shine.
13. **Unlimited Customisable Hair Colour Options** – REF Boosters offer unlimited colour options by either enhancing or neutralising tones. For a more transparent result, Neutral Booster can be used.
14. **Excellent Price-Performance Ratio** – Our colours save money for the salon.



# NUMBERING SYSTEM

## OUR 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

*Example: 7.43*  
 7 = Level of depth  
 4 = Primary reflex of  
 3 = Secondary reflex of Gold

## HAIR COLOUR LEVELS & DEFINITION:

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

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
- 
12. High Lift Series. Not a level.

- .0 Natural
- .00 Intense Natural \*Double pigmented
- .1 Ash \*blue/green
- .2 Violet \*blue/violet
- .3 Gold
- .4 Copper
- .5 Red Brown
- .6 Red

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.

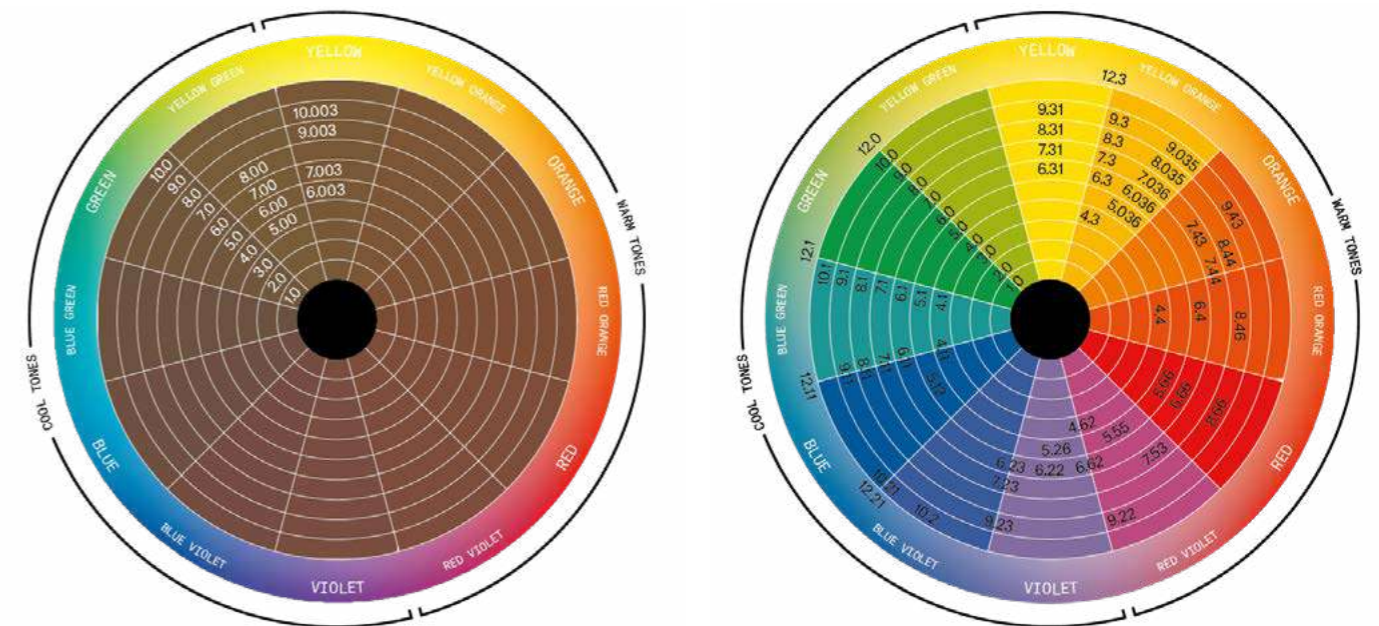
# COLOUR WHEELS

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 complimentary colours.

For example, the colour purple and yellow are on the opposite sides of the wheel, which shows that they are each other's complimentary 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. The .00 and .003 are double pigmented colours that give a deeper result, which appear 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 while 6-10 represent the lighter shades.

## UNDERLYING PIGMENTS


The underlying pigments exposed when brightening / lightening.

## NEUTRALISES

Colours directly opposite each other will neutralise or counteract.

LEVELS AND UNDERLYING PIGMENTS			
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



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		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 appear lighter than Intense Naturals because of their golden base.

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

# TECHNICAL DIAGNOSIS

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*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 a 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

Analyse 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

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*A 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 REF Developer 20 VOL/6% according to instructions for Permanent Colours and REF Developer 10 VOL/3% for Soft Colours. Leave on for 48 h. Make sure no skin reaction has occurred.*



### STEP 1

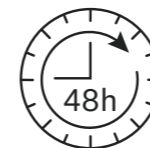
Mix a small amount of REF Permanent Colour or REF Soft Colour with REF Developer in a bowl to prepare the test agent. Do not use metallic tools.

NOTE: MIX 20 VOL/6% according to instructions for the Permanent Colour, and 10 VOL/3% for the Soft Colour.



### STEP 2

Apply the test on a 1 square inch area inside the elbow or behind the ear, using a cotton swab for easy application. Let the test agent dry naturally. If the applied test agent does not dry evenly after approximately 30 minutes, lightly wipe it all off with a cloth/towel.



### STEP 3

If the test agent dries properly, leave on for 48 hours without having it touch clothes or other surfaces. Be sure to check and follow the time instruction.

NOTE: If possible, please avoid taking a bath or shower on the same day as taking the skin allergy test as it can affect the outcome. If this is unavoidable, make sure to pay extra attention to not wet or rub the skin where the test agent has been applied.

*There is a possibility of an allergic reaction with any hair colour. Therefore, a skin allergy test is always recommended.*

*If any sign of inflammation or irritation occurs, rinse immediately and do not colour. The client should seek medical advice before colouring the hair again.*

# PERMANENT COLOUR

## MIXING RATIO

- **Permanent Colours Mixing Ratio:**  
1 part colour cream to 1.5 part Developer.  
Example: 50g + 75g Developer.
- **12 Series High Lift Colours Mixing Ratio:**  
1 part 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 the 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 IS AVAILABE 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 desired volume.

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	50 minutes	1:2.5



### PROCESSING TIME

- 30 minutes for normal use
- 45 minutes for resistant hair
- 50 minutes for For Permanent Colour High Lifts

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



# PERMANENT COLOUR APPLICATION

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*Apply REF Permanent Colour to unwashed, dry 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 REF 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 results that are "easy to repeat" to ensure the client always gets the same, perfect colour.

## LIGHTENING VIRGIN HAIR

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

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

### 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.

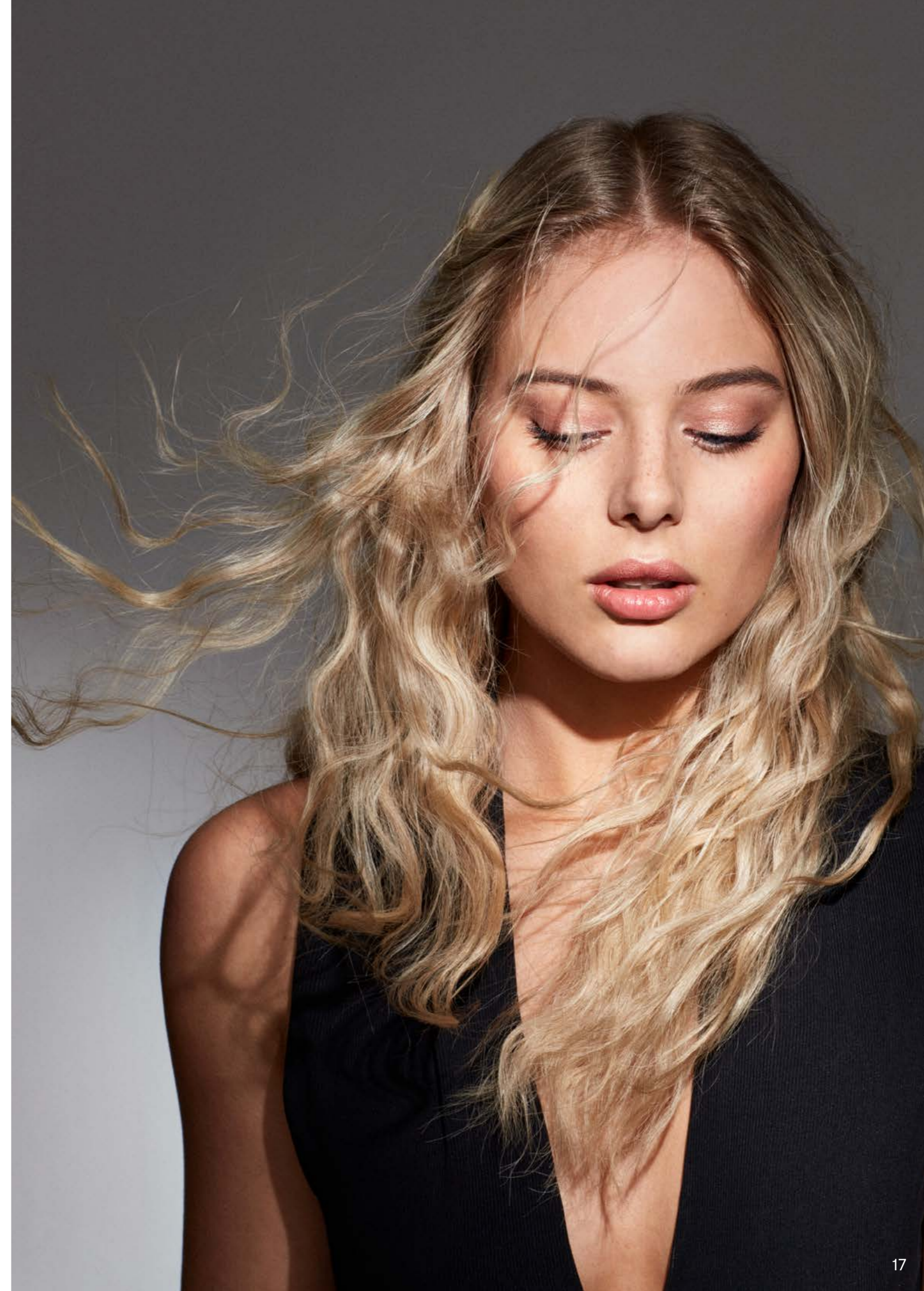
## RE-TOUCH OR REGROWTH (FOR COLOURED HAIR)

### 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.



# PERMANENT COLOUR INTENSE NATURALS

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

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

- 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 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.

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

# PERMANENT COLOUR GREY COVERAGE

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## 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 hair strands. Which means it will attract more pigment and the normal colour application results in perfect grey hair coverage.

*\*REF Permanent Colours provide 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.



# PERMANENT COLOUR CORRECTOR BOOSTER

## 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 Permanent 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 the formula.

## ENHANCING

Add up to 25% of a Booster above the total colour formula, excluding 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

Include up to 25% of a Booster inside the total colour formula, excluding 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.

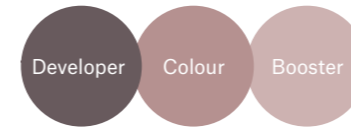
When using on natural, uncoloured hair, expect 2-3 levels of lift depending upon application used. If used on coloured hair, expect a ½ - 1 level of lift for soft dimension. In some cases, Neutral Booster works well in correction situations like banding.

### 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.

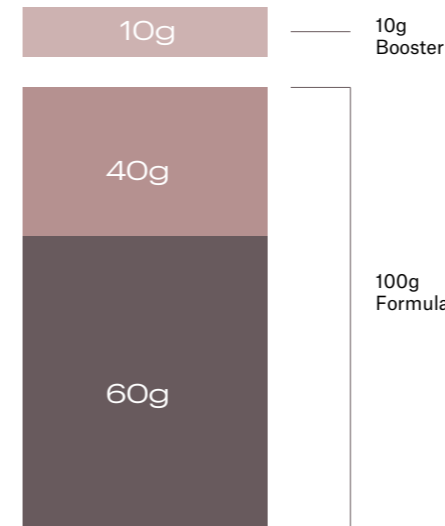
### Result:

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



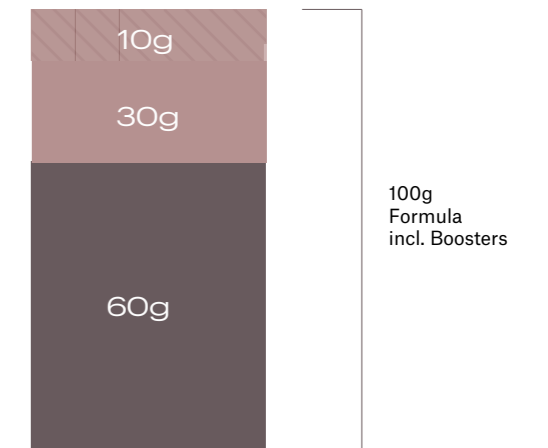
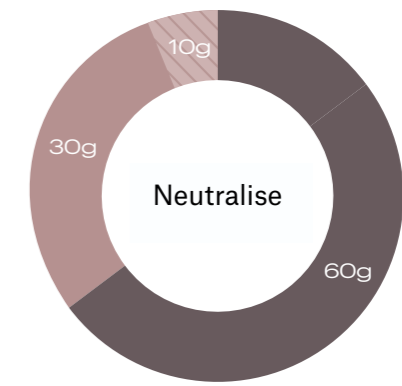
## ENHANCE:

Add up to 25% Boosters above total colour - Excluding Developer.



## NEUTRALISE:

Include up to 25% Boosters inside total colour formula - Excluding Developer.



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



# COLOUR CHART

Permanent Colours & Soft Colours. Professional products for amazing, long-lasting results. Produced exclusively for salons.

# REF COLOUR CHART

## PERMANENT & 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.



### 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 are recommended to be mixed with other shades to provide perfect grey coverage.



### ASHES

The Ashes are our cool pigment base. Perfect for ashy blondes and for controlling unwanted warm pigments. Mix with Naturals for grey coverage.



### COOL ASHES

Our colour range with the coolest double pigment base for the ashiest effects. Perfect for ashy blondes and for controlling unwanted warm pigments. Mix with Naturals for grey coverage.



● Colour available in Soft Colours.

## WOODS

A beautiful range of cool brown/beige colours inspired by nature's own nuances. For grey coverage, mix with Naturals.



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. These give wonderful, warm hues to the hair. With higher percentage of grey, mix with Naturals.



9.035  
Caffelatte



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. Saharas used alone, cover up to approximately 25% grey. With higher percentage of grey, mix with Naturals for coverage.



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. Goldens cover up to approximately 25% grey. With higher percentage of grey, mix with Naturals for perfect coverage.



9.3  
Very Light Golden  
Blonde



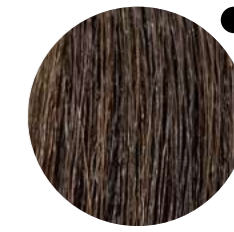
8.3  
Light Golden  
Blonde



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. For perfect grey coverage, mix with Bahias.



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

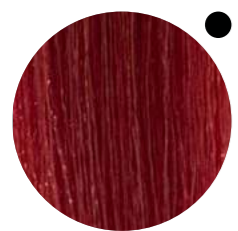


4.4

Copper  
Brown

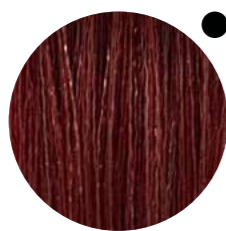
## REDS

Long lasting vibrant Reds. For perfect grey coverage, mix with Bahias.



8.66

Intense Red Light  
Blonde



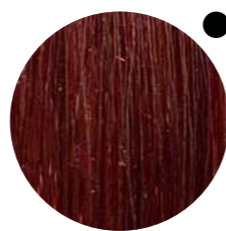
6.66

Intense Red Dark  
Blonde



6.62

Brilliant Red  
Dark Blonde



5.66

Intense Red  
Light Brown



4.62

Brilliant Red  
Brown

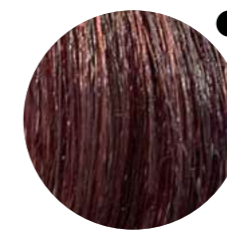
## MAHOGANYS

Deep red/browns with a brilliant shine. For perfect grey coverage, mix with Bahias.



7.53

Mahogany Golden  
Blonde



5.55

Intense Light  
Mahogany

## PEARLS

Soft pearly colours with violet/blue pigments. Perfect for cool blonde shades. Mix with Naturals for grey coverage.



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. High Lifts do not cover grey.



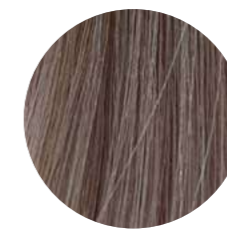
12.3

Golden Light  
Blonde



12.21

Special High Lift  
Pearl Ash



12.11

Light Khaki  
Blonde



12.1

Special High Lift  
Ash



12.0

High Lift  
Blonde

● Colour available in Soft Colours.

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

## PASTELS

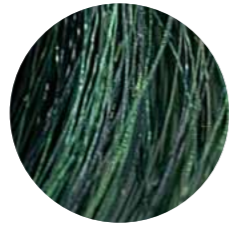
For perfect results apply to light or pre-lightened hair. Mix with other colours to create new shades.



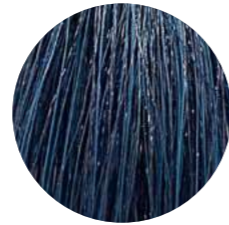
Graphite



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.

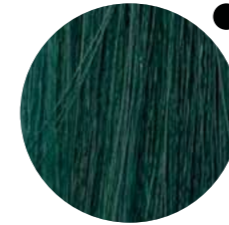
Mix with 10 VOL/3%, or 20 VOL/6% Developer.

## BOOSTERS

Our Boosters are pure colour tones. Use to add extra tonal intensity to any REF colour to boost or correct the tone. The lighter the shade, the less booster is needed.



Blue



Green



Silver



Pearl



Red



Orange



Gold



Violet



Neutral/Clear\*

### USAGE

- Enhance desired pigments
- Neutralising unwanted pigments

\*Clear 0.00 Soft Colours. Neutral Permanent Colours.

● *Colour available in Soft Colours.*



# SOFT COLOUR

## FEATURES & BENEFITS

- 100% VEGAN
- AMMONIA FREE
- STRENGTHENING QUINOA PROTEIN
- SOOTHING ALOE VERA
- SEMI TO DEMI CAPABILITIES
- LIQUID OIL - BASED COLOUR FOR EASE OF MIXING
- CLEAR COLOUR GLOSS
- MATCHES PERMANENT COLOUR SHADES.
- MOISTURIZING OLIVE OIL

## 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.

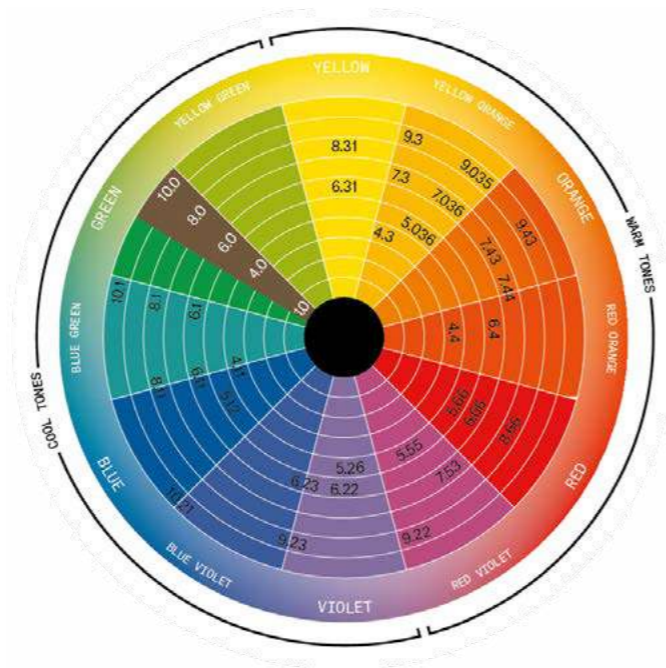


## SOFT COLOURS CHEMISTRY

- 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.

### MIXING RATIO 1:1

1 part Soft Colour : 1 part Developer



# SOFT COLOUR MIXING & TIMING

## RECOMMENDED USES

Soft Colours are the perfect choice to refresh a Permanent Colour.

- 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

When refreshing a previous colour service, always analyse the existing level of depth and tone before choosing a formula.

Soft Colours are 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 COVERAGE

- 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

1 part Soft Colour Shade + 1 part Clear 0.00 + 1 part 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

1 part Soft Colours: 1 part 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.

# SOFT COLOUR BOOSTER

*Soft Colour Booster can be added to the existing Soft Colours in order to boost the primary pigments of an existing Soft Colour shade. Soft Colour Booster can be used alone to highlight its basic colour.*

*Create more transparent results and pastel tones/glosses with Booster and Clear 0.00, which can be used to raise the deposit level of any shade it is added to. All of our REF Soft Colour Boosters include strengthening Quinoa Protein, soothing Aloe Vera and moisturising Olive Oil.*

## USE TO:

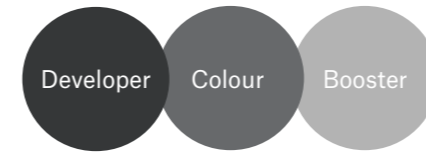
- Enhance desired tones
- Neutralise unwanted tones
- Make adjustments
- Create new tones and pastels

## TECHNICAL INFORMATION

- Mix Soft Colour Booster with equal parts of Cream Developer: 6vol 1.9% or 10vol 3%
- 6 vol 1.9% will result in a semi effect with gradual release for a softer line of demarcation.
- 10 vol 3% will result in a more demi/light permanent effect with slower release and slight line of demarcation.

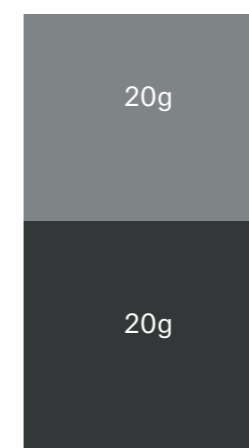
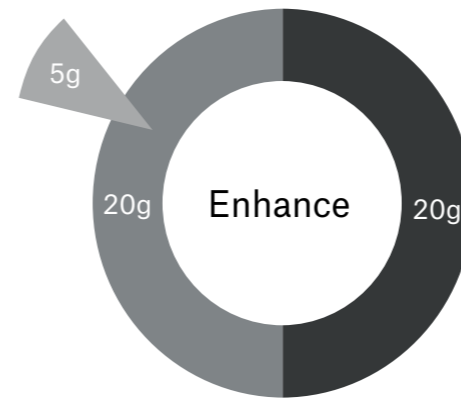
## INGREDIENTS

- 100% Vegan
- Strengthening Quinoa
- Soothing Aloe Vera
- Moisturising Olive Oil
- Liquid oil base for easy mixing & application
- Ammonia free
- Shades match with REF Permanent Colour Corrector Boosters



## ENHANCE:

Add up to 25% Boosters above colour formula.

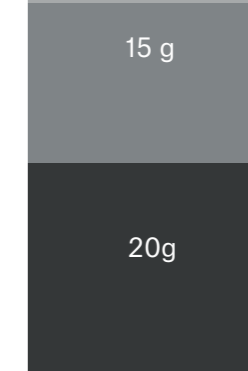
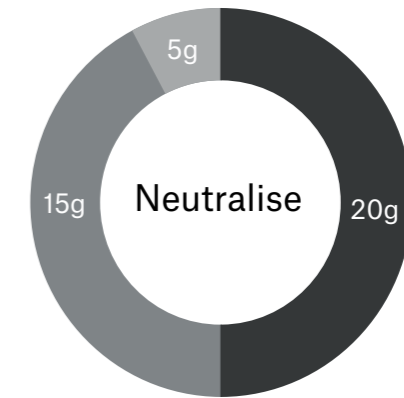


+5g  
Booster

40g  
Formula

## NEUTRALISE:

Include up to 25% Boosters in the colour formula.



40g  
Formula  
incl. Booster.

## Friendly reminder:

*The lighter the base shade, the less Booster is needed.  
The amount of Booster added to formula is at colourist's discretion.  
10% soft adjustments. 25% intense impact. Approximately 28 drops = 1 gram*

# BLONDE.ID

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*Together with a global network of hairdressers and hairstylists, REF has developed two new, cutting-edge bleaches for professional use. The new concept BLONDE.ID was created to fill the needs of hairdresser's in order to achieve various blonde preferences through different techniques. 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.*

## HIGH-LIFT BLEACH

High level bleach to achieve perfect blonde results with 9+ levels of lift.

## BALAYAGE BLEACH

Flexible texture with a powerful grip, ideal for freehand hair painting with 8 levels of lift.

Finding the perfect BLONDE.ID is easy with our high-quality, 100% vegan bleaches which provide hairdressers and their customers the opportunity to find a reference that fits their personal preferences.

The science behind BLONDE.ID is a tailor-made combination of natural yet high-performing ingredients. A soothing Aloe Vera from the Canary Islands provides the scalp with protecting properties and kills bacteria while speeding up the healing process. Another star ingredient is Guar Gum, a well-known plant from India, which is incorporated to offer the most suitable texture to the formula while acting as a moisturising agent for the hair cuticles.

The mineral White Clay known as Kaolin, is derived from both Spain and Germany, and enables great texture, ultimate grip, and outstanding performance. Both BLONDE.ID High-Lift and BLONDE.ID Balayage contain Kaolin but our Balayage Bleach has a double concentration of the super ingredient to get the perfect grip for freehand techniques. Achieving excellent results with 9+ levels of lift is made possible with High-Lift Bleach due to the combination of ingredients and anti-yellow molecules.

Finally, our signature key ingredient Quinoa Protein provides the hair with strengthening properties from within, while protecting, conditioning, and adding lustrous shine.

BLONDE.ID is the result of a fusion development of in-depth research, carefully selected ingredients, and extensive expertise from the professional hair care industry. We merge the very best from nature with the latest technology to make different techniques such as balayage, face framing, baby lights, balayage in foils and full bleach easier with our new creamy, dust-free formulas.

*What's your BLONDE.ID?*



# BLONDE.ID

## HIGH-LIFT

REF High-Lift Bleach with 9+ levels of lift has a creamy, soft texture that can be customized according to the desired technique of the colourist.

### ALWAYS:

- ✓ 100% VEGAN
- ✓ SOOTHING ALOE VERA
- ✓ STRENGTHENING QUINOA PROTEIN
- ✓ MINERAL WHITE CLAY



### TECHNICAL INFORMATION

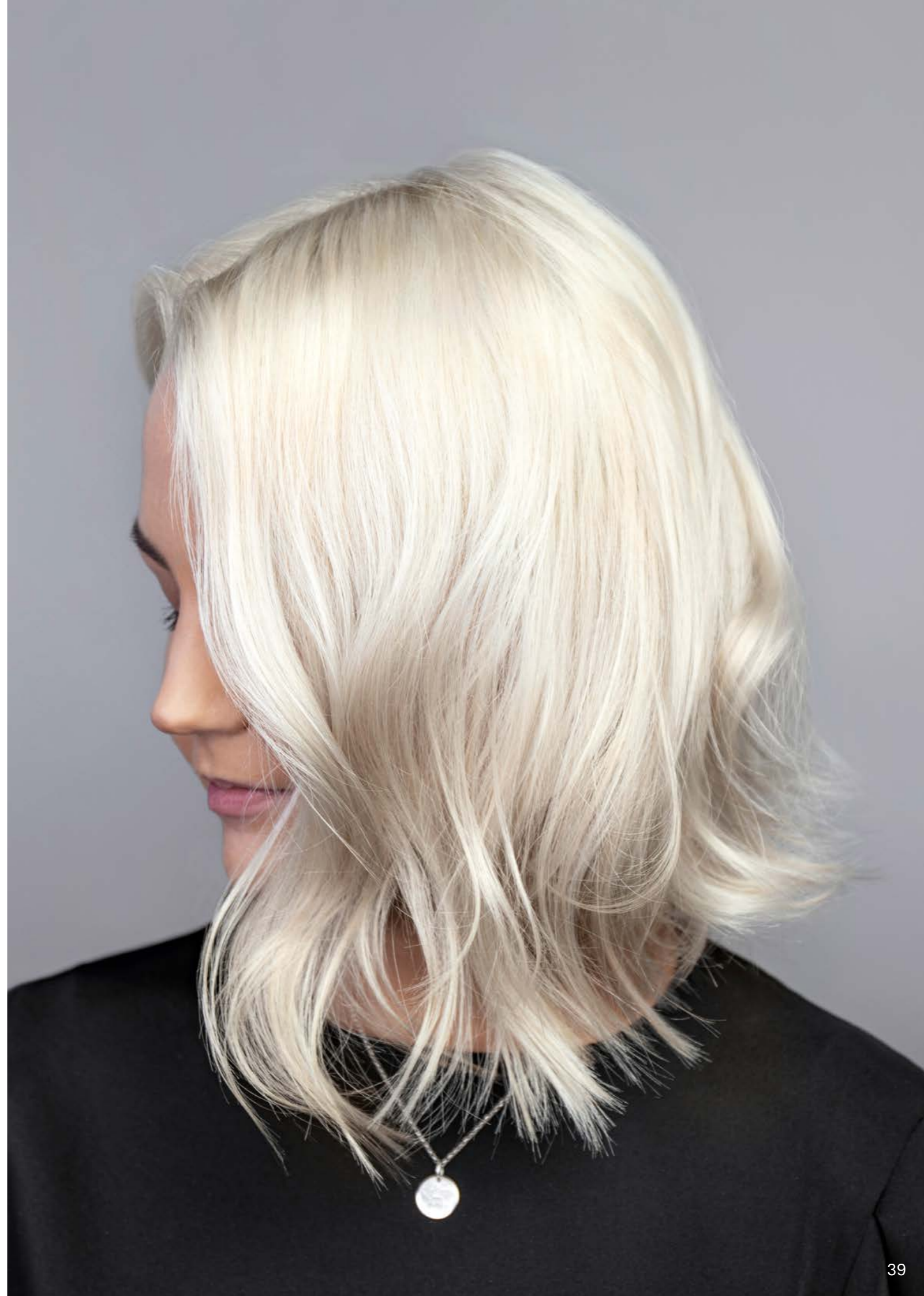
REF Developers help to customize **REF High-Lift Bleach** further, depending on the desired result. Mix REF High-Lift Bleach with a REF Developer to customize and achieve the desired result. The processing time will depend on hair colour, porosity and condition of the hair, the technique used, the volume of hydrogen peroxide and how many levels will be lifted.

**10 VOL/3% & 20 VOL/6%** are safe for on scalp application, for a softer, more 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.

LEVELS OF LIFT	MIXING RATIO	REF DEVELOPERS VOL.	PROCESSING TIME
3-4 Levels	1:2	1.9 VOL	30 min
6-7 Levels	1:2	10 VOL	30 min
8+ Levels	1:2	20 VOL	30 min
9 Levels	1:2	30 VOL	30 min
9+ Levels	1:2	40 VOL	45 min

*Note: Bleaching should always be performed under careful supervision. We suggest bleach processing to never exceed 45 minutes.*



# BLONDE.ID

## BALAYAGE

REF Balayage Bleach with 8 levels of lift has a flexible texture with a powerful grip, to achieve perfectly detailed freehand and balayage results.

Can be customized according to the desired technique of the colourist.

### ALWAYS:

- ✓ 100% VEGAN
- ✓ SOOTHING ALOE VERA
- ✓ STRENGTHENING QUINOA PROTEIN
- ✓ MINERAL WHITE CLAY



### TECHNICAL INFORMATION

REF Balayage Bleach is designed to create perfect Freehand and Balayage results. Mix REF Balayage Bleach with REF Developer to customize and achieve the desired look. 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.

LEVELS OF LIFT	MIXING RATIO	REF DEVELOPERS VOL.	PROCESSING TIME
6½ Levels	1:1.5	20 VOL	30 min
7½ Levels	1:1.5	30 VOL	30 min
8 Levels	1:1.5	40 VOL	40 min
6 Levels	1:2	20 VOL	40 min
7 Levels	1:2	30 VOL	40 min
8 Levels	1:2	40 VOL	45 min

*Note: Bleaching should always be performed under careful supervision. We suggest bleach processing to never exceed 45 minutes.*



# PROPLEX

*REF ProPlex is an effective product that completely opens up new possibilities for hairdressers. The scientifically developed combination of active ingredients provide groundbreaking results for the hair.*

## FEATURES

- Protects hair and prevents damage. Creates a protective shield around the hair and prevents damage from chemical treatment.
- 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 disulphide bonds.
- Disulphide bonds are found in the cortex portion of hair. They can be broken during thermal or chemical services. Proplex counteracts this damage.

## 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 as it delivers intense hydration and nourishment.

#### LOVE THE SUN

REF ProPlex uses a revolutionary technology based on Sunflower Seed Oil. Contains break-through technology and organic ingredients, such as Sunflower Seed Oil, to provide powerful protection against both UVA and UVB rays.

Specially designed for coloured hair, ProPlex helps maintain the shine and brilliance of freshly coloured hair.



# PROPLEX WITH ADVANCED TECHNOLOGIES



### Strengthening Quinoa Protein

This vegan protein has similar properties to the hair's own protein Keratin — which is the secret to strong and beautiful hair. An extra high concentration provides hair with a wide spread of essential amino acids for long-lasting repair while helping to protect and condition each hair strand during and after the process.



### Jojoba Seed Oil

Rich in vitamins to smooth out hair and improve elasticity while treating the cortex of the hair. This nourishing oil helps enrich the colour reflex, making the hair look shiny and lustrous.



### Vitamin E

Protects the hair, providing internal nourishment from the inside while its antioxidant properties help to neutralize any residual oxidation from the colouring or bleaching process.



### Colour Preserve System

The combination of oil, derived from sunflower seeds, and our specially developed anti-fade system provides natural UV protection to preserve hair quality. Hair is shielded from both UVA and UVB rays. Also, the powerful infusion of ingredients illuminates the hair colour longer. Radiant shine is provided by light-reflecting technology.



### Styling Agent

A highly developed technology that allows the high-end ingredients to connect themselves to the hair, protecting and improving the strength and condition of the hair.



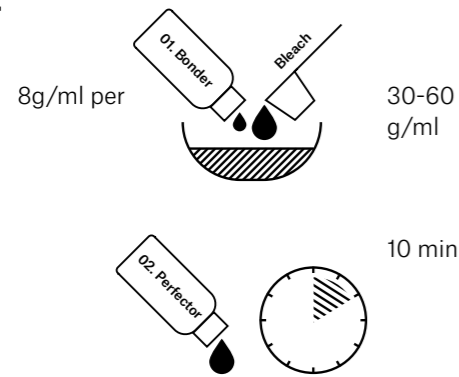
### Vitamin B5 (Panthenol)

Helps hair feel stronger with retained moisture and improved texture which also provides extra soothing properties for the hair.



# PROPLEX INSTRUCTIONS

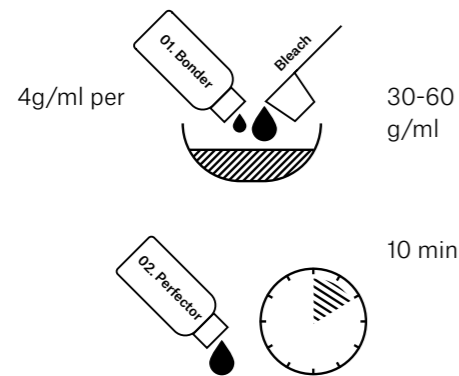
## BLONDE.ID HIGH-LIFT



## HIGH-LIFT BLEACH POWDER

1. Use 8ml 01. Bonder to 30–60g High-Lift Bleach Powder.
2. Mix High-Lift Bleach Powder with Cream Developer, then add 01. Bonder.
3. Apply the mixture and leave until desired result is achieved. Shampoo and towel dry.
4. Apply a generous amount of 02. Perfector from roots to ends and leave in hair for 10 minutes. Rinse out.

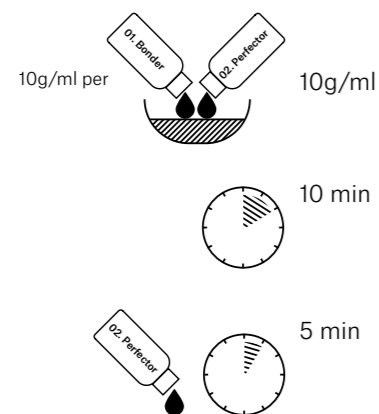
## BLONDE.ID BALAYGE



## BALAYAGE BLEACH POWDER

1. Use 4ml 01. Bonder to 30–60g Balayage Bleach Powder.
2. Mix Balayage Bleach Powder with Cream Developer, then add 01. Bonder.
3. Apply the mixture and leave until desired result is achieved. Shampoo and towel dry.
4. Apply a generous amount of 02. Perfector from roots to ends and leave in hair for 10 minutes. Rinse out.

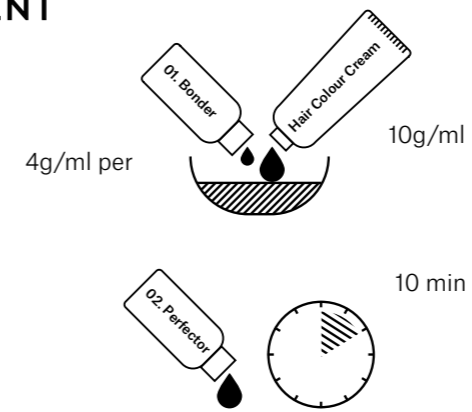
## DAMAGE SHIELD



## 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 carefully.
4. Continue with a second application of 02. Perfector. Apply from roots to ends. Distribute evenly and leave on for 5 minutes. Rinse out.

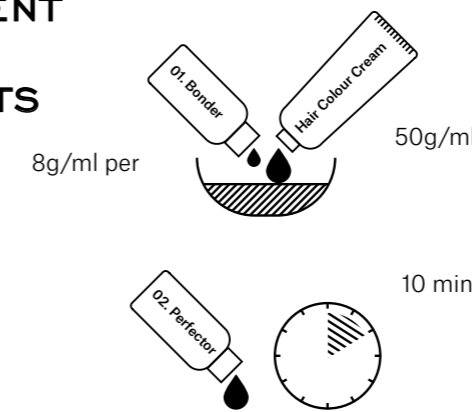
## PERMANENT COLOUR



## PERMANENT COLOUR

1. Mix Permanent Colour and Cream Developer according to instructions.
2. Add 1ml of 01. Bonder per every 10g/ml of hair colour.
3. Apply the mixture and leave until desired result is achieved. Shampoo and towel dry.
4. Apply 02. Perfector from roots to ends and leave in hair for 10 minutes. Rinse out.

## PERMANENT COLOUR HIGH LIFTS



## PERMANENT COLOUR HIGH LIFTS

1. Mix the Permanent High Lift with Cream Developer according to instructions.
2. Add 8ml 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 10 minutes. Rinse out.

## O3. MAINTAINER

A maintaining cream with Strengthening Quinoa Protein for home use:

- Protects hair and prevents damage.
- Buffers the cortex with vegetable proteins, making the effect of the treatment last longer.
- Recreates the inner structure of the hair, providing elasticity, strength and a visibly better result.

The combination of the vast repairing abilities and the broad UV protection makes it the perfect tool to maintain healthy, brilliant hair between treatments. Use O3. Maintainer twice a week after washing hair and leave-in for a minimum of 10 minutes. Rinse and follow with appropriate REF Conditioner.

### If full lift is requested with ProPlex within Bleaching

For 10 VOL/3% result	use 20 VOL/6% developer
For 20 VOL/6% result	use 30 VOL/9% developer
For 30 VOL/9% result	use 40 VOL/12% developer

*Amount of ProPlex 01. Bonder depends on the amount of the colour only, not the total formula (colour + developer).*



# PROPLEX

## MIXING RATIO

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ProPlex	Amount of product	01. Bonder	02. Perfector
Permanent Colour High-Lift	50g colour	8 ml	10 minutes
BLONDE.ID - BALAYAGE	30-60g	4 ml	10 minutes
BLONDE.ID - HIGH-LIFT	>30 gram 30-60 gram	4g/ml 8g/m	10 minutes
Permanent Colour	10g	1ml	10 minutes
Soft Colour	>60g <60g	2 ml 4 ml	10 minutes

### Damage shield treatment

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

Place under heat source for 10 minutes

Rinse carefully

02. Perfector for 5 minutes



# RE-PIGMENTATION

*When hair is lightened, underlying pigments are removed. This technique involves replacing the missing underlying pigments that support the colour at the desired level.*

*Warm tones must always be used to replenish the underlying missing tone, such as 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, 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 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.

*\* Note: Mix less copper/red for a cooler end result.  
Used if the desired end result contains more red pigments.*

# RE-PIGMENTATION 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.
- 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.
- Cleanse hair with REF Illuminate Colour Shampoo and condition with REF Illuminate Colour Conditioner.



# DIRECT COLOUR

*A Direct Colour that is perfect for creative haircolours. Gives a vibrant result with vivid shine. 100% vegan, ammonia-free, one-component. Direct Colours are easy to use and don't need any Developers.*

*Contains Strengthening Quinoa Protein, Soothing Aloe Vera and Colour Preserve System. Comes in six different shades and one clear where all colours can be mixed with no limit to your creativity!*

## INGREDIENTS

- ✓ 100% VEGAN
- ✓ STRENGTHENING QUINOA
- ✓ SOOTHING ALOE VERA
- ✓ COLOUR PRESERVE SYSTEM

## DIRECTIONS

Use on clean, dry hair. Saturate. For more intense result, perform a pre-lightening service. Do not touch indirect colour with direct colour during processing time of 20-30 minutes. Rinse until water runs clear. Avoid prolonged exposure to sunlight and chlorine. Use REF Shampoo & Conditioner.



*Note: Use gloves and non-porous sink to avoid staining. Do not use if client has sensitivity issues to colour or henna products.*

# JOIN OUR COMMUNITY



Our extensive global experience within the hairdressing industry is shared through our education platform, REF Academy, where we inspire a worldwide network of hairdressers, stylists and beauty advisors. We provide hands on classes showing the latest techniques, which provide inspiration and the secrets behind Natural Beauty.

## FOR DISTRIBUTORS & SALONS:

We offer tailor-made Education and Training events for sales representatives, educators and hairdressers:

- ✓ Complimentary Classes & Inspirational classes: Curly Perm, ProPlex, Refine & Boost, Intro To Colour, Ingredients & Fragrance
- ✓ Brand Presentation
- ✓ Product Specialist
- ✓ Colour Collective
- ✓ Blonde.ID
- ✓ Colour Progressive

## JOIN OUR COMMUNITY:

Inspire us with your best creations of colours, cuts and styling on instagram. Share imagery and make sure to tag REF for a chance to be featured and get a shoutout on our channel:



@REF\_Academy #REFAcademy  
@REFstockholm #REFstockholm

*At REF we care about our community of hairdressers. Be a part of our development and help us inspire each other! Share your thoughts on product development, feedback and ideas via email to:*

[info@refstockholm.com](mailto:info@refstockholm.com)

STOCKHOLM SWEDEN

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\* Catalogue printed 2021

