

id HAIR

gloss

DEMI HAIR COLOURS





WHY USE OUR GLOSS DEMI HAIR COLOUR?

IdHAIR gloss is an easy-to-use demi-permanent colour system, that with the 'up to 20 minutes' of processing time enables quick colour results.

It is the desired intensity of the colour, i.e. the processing time, that determines how to set your timer. You will only be waiting for a maximum of 20 minutes.

The colours from IdHAIR gloss are multifunctional and therefore they can do all types of colour work. Also the UNI10 colours are suitable for the modern man, IdHAIR gloss is an absolutely must in your colour portfolio.

Use the colours as toners, for colour corrections, after bleaching, for gloss effects, to correct the hair colour base and as a colour refresher. All this without giving a re-growth or lift on a natural hair base.

THE COLOURS ARE **100% FREE** FROM AMMONIA
AND PPD AND MOREOVER **VEGAN**



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THE EASIEST WAY TO PERSONALIZE HAIR WITH A MULTI-PURPOSE PRODUCT

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TONER

Demi-permanent colour can be used as a toner that does not leave a re-growth or lift on a natural hair base. Can be used in the presence of the first white hair to create a camouflage effect.



COLOUR CORRECTION

Use IdHAIR Gloss Toner to correct unwanted tones such as yellow and warm tones after bleaching the hair. You can also use IdHAIR gloss Toner to correct matte and dull shades. A fast and efficient toner that delivers prompt and safe results.



SHINE EFFECT

If you only wish gloss and no colour, IdHAIR gloss Clear can be used as a pure shine effect.



COLOUR REFRESHER/GLOSS

Refresh pre-coloured hair with IdHAIR gloss Toner, to add new shine and colour to the re-growth and lengths of the hair.



SHADES OVERVIEW

25 + 1 beautiful shades

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COLOUR CODE TRANSLATION: • **A** - ASH • **B** - BROWN • **C** - COPPER • **G** - GOLDEN • **N** - NATURE • **P** - PEARL • **R** - RED • **S** - SILVER • **V** - VIOLET

ROSE 9RG

INTENSE PINK

BLUSH 9BG

CENDRÉ 9BV

ICE 9V

PEARL 9P

NUDE 9NP

LIGHT BLONDE 9N

SILVER 9S

SOFT GREY 9NAG

ROASTED BARLEY 9NAC

NUTMEG 9NAR

APRICOT 9CG

MEDIUM BLONDE 7N

COPPER

SAND 8NA

LAVENDER

MEDIUM BROWN 5N

LIGHT BROWN 6N

RED

DARK BROWN 3N

DARK GREY 4SA



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NEW

UNI10 UNISEX MENS COLOUR



Mens colour for the modern man who wants to disguise white hair within only 10 minutes while renewing the colour.

The result is very natural and stresses the natural highlights in the hair.

3 FASHION COLOURS



UNI10 3NA



UNI10 5NA



UNI10 6NA

PRODUCT OVERVIEW

3 easy-to-use demi-permanent and multifunctional colour products.



TONER

- Size: 75 ml
- 25 different shades



CLEAR TONER

- Size: 500 ml



ACTIVATOR 1.5% VOL. 5

- Size: 1000 ml



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CLEAR TONER

The gloss Clear Toner can be added to all the shades. Can be used for toner, colour correction, colour refresher and shine effect. The more Clear Toner you add to the formula the more translucent shade you get.

 LIGHT	TONER 1,5 oz / 45 ml	+	CLEAR TONER 0,5 oz / 15 ml	+	ACTIVATOR 2 oz / 120 ml
 LIGHTER	TONER 1 oz / 30 ml	+	CLEAR TONER 1 oz / 30 ml	+	ACTIVATOR 2 oz / 120 ml
 LIGHTEST	TONER 0,5 oz / 15 ml	+	CLEAR TONER 1,5 oz / 45 ml	+	ACTIVATOR 2 oz / 120 ml



MIXING & PROCESSING

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A quick, easy-to-use, multifunctional demi-permanent colour that leaves the hair soft and glossy.

 MIXING RATIO	Mix IdHAIR gloss Toner with IdHAIR gloss Activator 1:1 - 1:1.5 - 1:2
 LEVELS OF LIFT	None
 PROCESSING TIME	10/20 minutes
 EXTRAS	For softer shades mix 1:1.5/1:2. To achieve more transparent colour results, add IdHAIR gloss Clear.

STEP BY STEP



Follow our 6 steps and you'll achieve beautiful results.

STEP 1

- Wash the hair with a cleansing shampoo
Do not use conditioner
- For a deep demi effect apply the colour to clean, dry hair

STEP 2

- Press excess water from the hair with a towel

STEP 3

- Apply your chosen gloss mix
- The colour can be applied with a brush or colour dispenser as desired and by choice of technique

STEP 4

- Allow the colour to work for 5-20 min. depending on the desired result
- 5-10 min. for a gloss effect and correction
- 10-20 min. for colour refresh and demi-colours (nuancing of grey hair)

STEP 5

- Rinse your gloss carefully with water, wash the hair with a colour preserving shampoo and finish with a conditioner if desired

STEP 6

- Maintain your colour at home with a colour-preserving haircare line

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COLOUR MAINTENANCE

We recommend to use a colour-preserving haircare line to give the haircolour the best conditions. Using a care line that's intended for dyed hair is important to keeping your look fresh, vibrant, and healthy.


- IdHAIR elements Xclusive Colour Shampoo
- IdHAIR elements Xclusive Colour Conditioner

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METALLIC SHADES

Metallic shades are primarily for toning lightened hair. The metallic shades mix are light-reflecting hues that stand out for their high-shine look that gives a multi-tonal shade effect on the hair.



BLUSH perfect for adding a blush hue to blondes and brunettes, with a touch of titanium rose.

SILVER silver sheen with an ice blonde shade on the lightest tone level.

NUDE fill up the blonde hair with a metallic nude shade for a fresh feeling. With the neutral beige violet undertone, it will be the perfect tool to generate the natural touch on blondes.

CHROME silver chrome with a metallic light-reflective finish. Deep tones of silver or smudged to melt into softer gradient of colour with the help from the Clear Toner.

COPPER metallic copper for high intensive burnish copper tone or mixed into a metallic peach shade with the Clear Toner.



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