



2022 COLOR WHEEL SYSTEM CHROMA

LEGEND

Color Family: Refers to main Hue within color wheel

Value: Refers to color lightness from 0 (Dark) to 9 (Light)

Chroma: Refers to color intensity from 0 (Low/Black/Gray/White) to 9 (High/Colorful)

RV26

Color Bias:

Divided into 3 equal parts within each color family. Position is indicated by left/right adjacent color family otherwise repeated color family indicates central position, excludes Achromatic family (K).

Color Mixing Guide:

Hue: Primary, Secondary & Tertiary mixology of all Eternal Colors

Value: Darker colors affect a greater value change than lighter colors when used in equal amounts.

Chroma: Closer color families produce higher chroma mixes than ones that are further apart. Opposite color families produce the lowest chromas resulting in gray brown biases.

Viscosity Key:

- No Drop refers to Heavy Body Formula
One drop refers to High Flow formula
Two drops refers to Wash Formula

Full Color: Max saturation of color within the skin
Undertone Color: Color bias/shift of washed out color within the skin.

Table with 2 columns: Name, CWS# for Aged Parchment - Bruised Ego

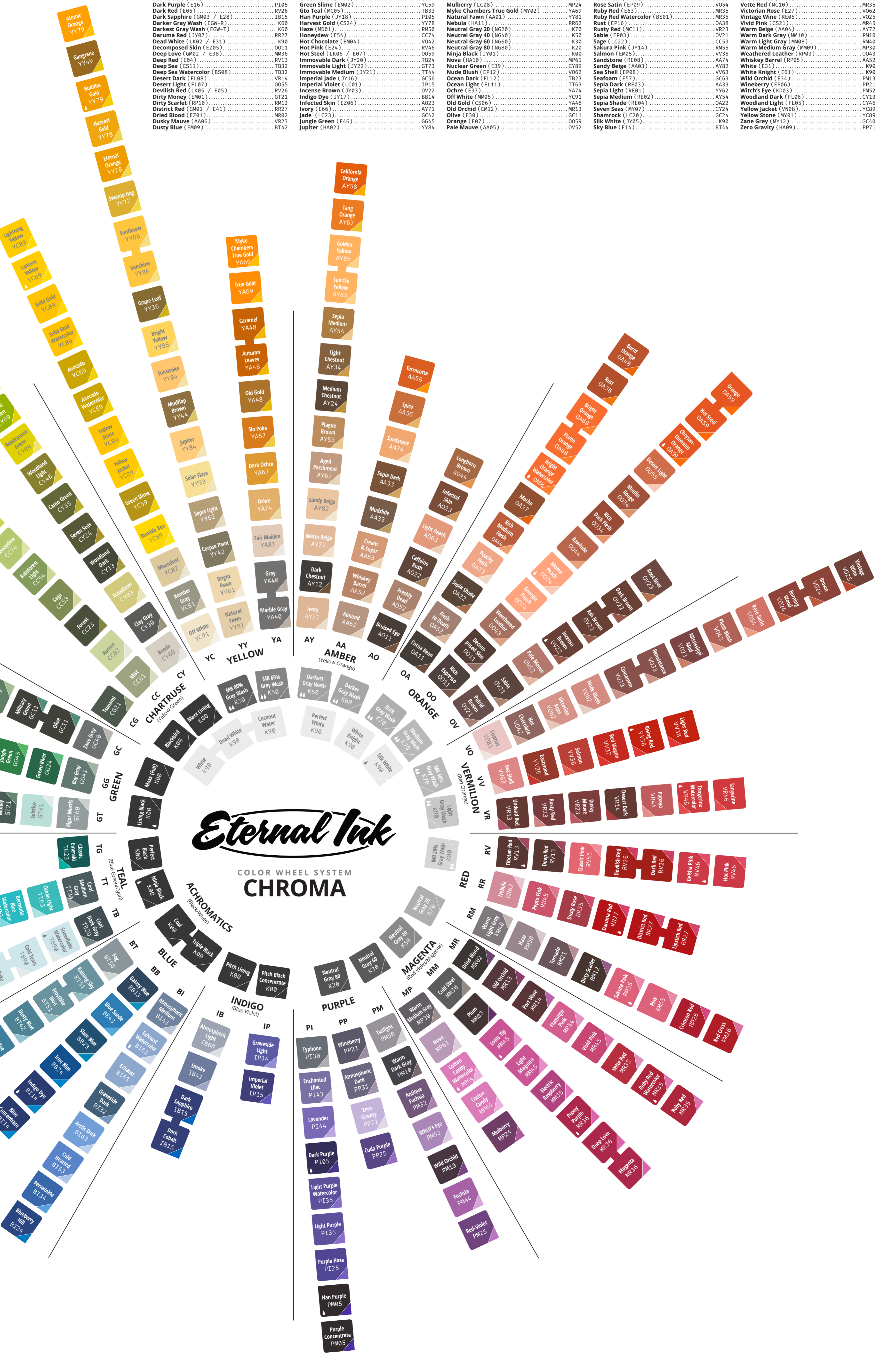
Table with 2 columns: Name, CWS# for Buddha Gold - Dusty Blue

Table with 2 columns: Name, CWS# for Dusty Rose - Jupiter

Table with 2 columns: Name, CWS# for Lantern Yellow - Pale Mauve

Table with 2 columns: Name, CWS# for Papaya - Sky Blue

Table with 2 columns: Name, CWS# for Slate Blue - Zero Gravity



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What is the Eternal Ink Color Wheel System (CWS) and how is it different?

The Eternal Ink Color Wheel System (CWS) is unlike any previous color wheel as it is the only one in the world to use a unique color reference number that correlates to a proprietary method of scientific measurement and categorizing for all of the Eternal Ink colors and their dynamic facets *within* the skin. As such, each color and number has been organized into not one but two separate and easy to view, color wheel visuals, for tattooers to use as an accurate daily tool for tattoo color choices and color theory.

The first features a Value Color Wheel where colors are organized from dark at the center of the wheel to light on the outside of the wheel. The second features a Chroma Color Wheel where colors are instead organized from muted at the center of the wheel to vibrant on the outside of the wheel.

How does it work—RV26?

Why use it?

When deciding what colors to invest in, from apprentice to master tattooer, a working knowledge of the colors and how they work in the skin is needed. However, a person is unable to test new colors and see healed results prior to purchase, so we must depend on shared knowledge from the industry and seeing others use it first or from the advertising efforts of a manufacturer. With that, one is still left to the overall advertising spin while true knowledge still only comes from first hand use.

To better represent Eternal Ink and the true beauty of each specially designed and meticulously crafted formulation, The Eternal Ink (CWS) Color Wheel System's only "spin" is that it is visually represented as a circle. Every CWS# reveals the true characteristics of each color and how diverse each is. There is no "spin" but rather just pure color information.

With this pure information, not only are artists able to choose colors precisely, but they are also able to confidently mix colors with laser point accuracy while also being able to use each color wheel as a map to "move around the color space" and to see the non-subjective adding and subtracting of Hue's, Value's and Chromas within a mix. Learning, using, and predicting what a color will do within the skin, has never been so straight-forward.

When to use it?

Use the Eternal CWS for quick reference for a new tattoo design's color scheme, studying color theory in downtime, collaborating with other tattooers and customers, or while deciding on a new purchase. The CWS creates a language for conversation that bridges the gap between artist and non-artist terminology that accurately presents each color product.

Where to put it?

Each Eternal Color Wheel comes in a large and easy to view, 26" by 35" format that can be hung from any tattoo studio wall and inspire any nearby workspace or can be folded down to a 9" by 12" booklet for convenient travel on the go.

Will there be a digital version available?

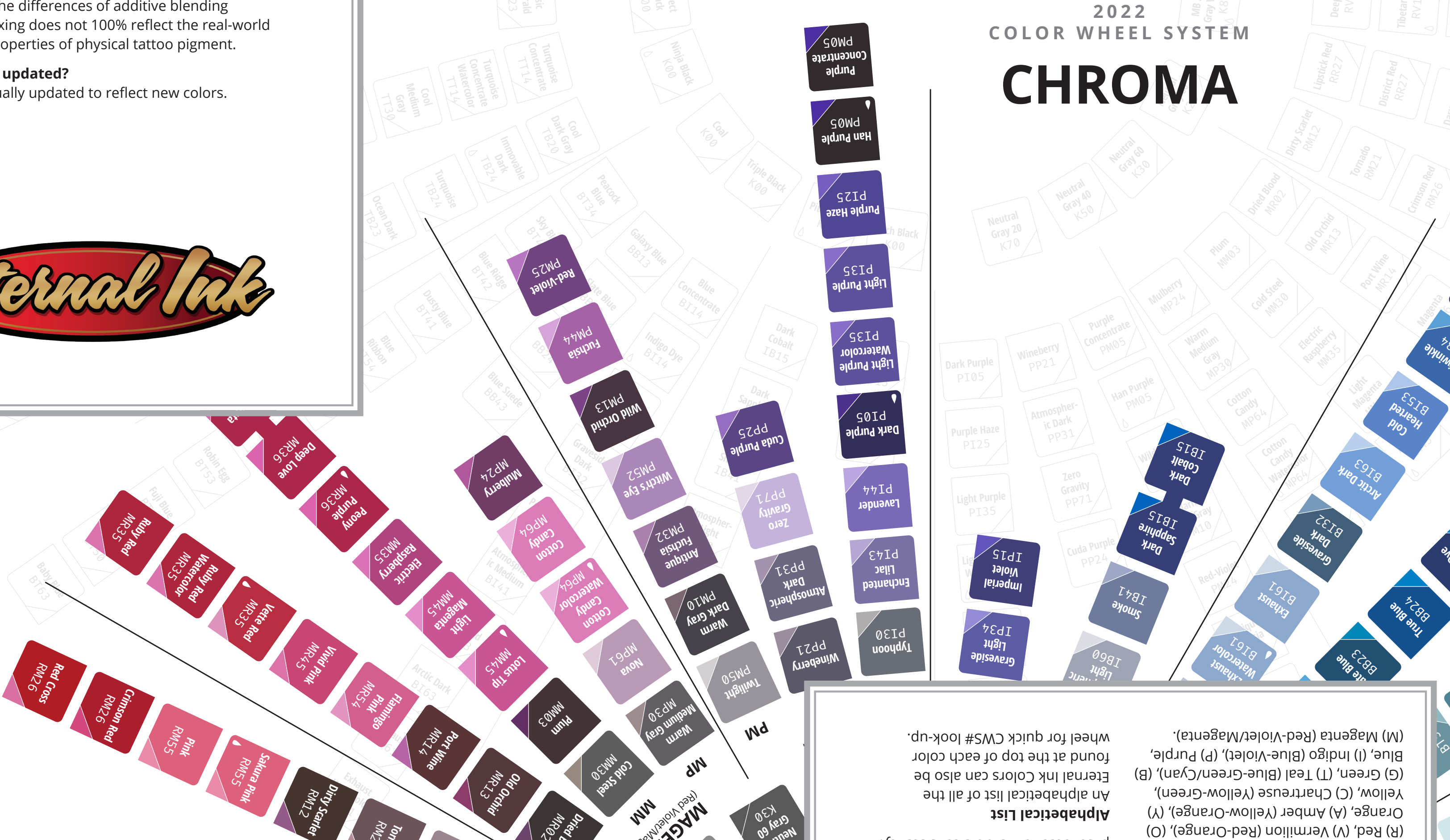
The Eternal Ink CWS has been designed to reflect the most accurate relationship of how pigments act in the skin and how they mix together in real-world scenarios. Although a digital version is available on the Eternal Ink website, due to variable screen settings and the differences of additive blending properties, digital mixing does not 100% reflect the real-world subtractive mixing properties of physical tattoo pigment.

How often will it be updated?

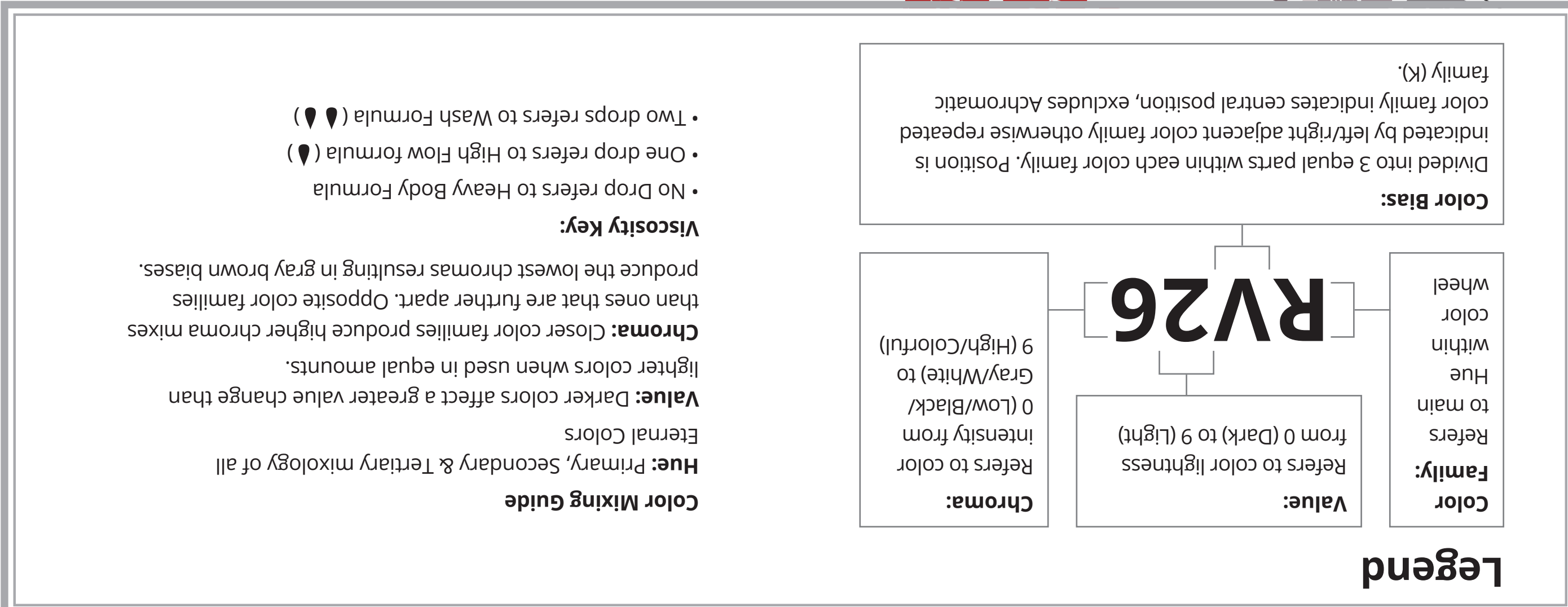
The CWS will be annually updated to reflect new colors.



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Dark Red RV26
Full Color: Max saturation of color within the skin
Undertone Color: Color bias/shift of washed out color within the skin.



Legend: A large Legend of how to read the CWS#s can be found at the top left of each color wheel, with a short description of each letter and number as follows: the color family, the color bias, the Value, and the Chroma.

Color Families: Each wheel is divided into 12 main color families that match the major primary, secondary, and tertiary colors of a typical color wheel (colorless). The main "designer" color or mass-tone of each Eternal color is then represented by a single letter as follows: (R) Red, (V) Vermillion (Red-Orange), (O) Orange, (A) Amber (Yellow-Orange), (Y) Yellow, (C) Chartruse (Yellow-Green), (G) Green, (T) Teal (Blue-Green/Cyan), (B) Blue, (I) Indigo (Blue-Violet), (P) Purple, (M) Magenta (Red-Violet/Magenta).

Viscosity Key
 Following the color mixing guide is the Viscosity Key where a color that has no "ink drop" is an original Eternal Ink formulation utilizing the natural and unmodified pigment characteristics or rather, **Heavy Body** formula. These are often have a thicker, creamier consistency, though some may naturally be thinner. The letters are in the central position. The letters are again represented by a single letter as follows, excluding the achromatics as they do not have an undertone shift. That do not have an undertone shift. An alphabetical list of all the Eternal Ink colors where each color is found at the top of each color wheel for quick CWS# look-up.

Color Mixing Guide
 Under the Legend, a quick reference Color Mixing Guide can also be found, detailing some tips on mixing and understanding the resulting color. Changes in the Hue (Color Family & Chroma), (B) Blue, (I) Indigo (Blue-Violet), (P) Purple, (M) Magenta (Red-Violet), (C) Chartruse (Yellow-Orange), (O) Orange, (A) Amber (Yellow-Orange), (Y) Yellow, (C) Chartruse (Yellow-Green), (G) Green, (T) Teal (Blue-Green/Cyan), (B) Blue, (I) Indigo (Blue-Violet), (P) Purple, (M) Magenta (Red-Violet/Magenta), (K) Achromatic (Black/White).

Alphabetical List
 An alphabetical list of all the Eternal Ink colors can also be found at the top of each color wheel.