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What is
PURE COLOR?

How PURE
COLOR *Works*

Key Ingredients

AMARANTH PROTEIN

- Re-bond & re-build hair
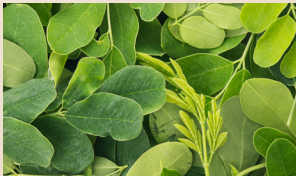- Flexible strength
- Long lasting color attachment

BABASSU OIL

- Aids in color attachment & delivery
- Antioxidant protection
- Intense hydration

MORINGA

- 30 antioxidants, 10 vitamins, 18 minerals, 8 essential & 10 non-essential amino acids
- Assists in re-bonding & re-building hair

CERAMIDE NP 3 FRUIT LIPIDS

- Reinforces damaged hair
- Maintains moisture balance in hair
- Rich in Omega 3,6,9

PECTIN

- Key ingredient in Enzyme Cream Activator
- Clears out free radicals
- Optical color clarity & shine
- Gentle lift & deposit

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1 SWELL

- **Ammonia Free**
- Babassu Oil
- Penetrate
- Moisturize

2 OXIDIZE

- **Ammonia Free**
- Maximum condition
- Beautiful color
- Small oxidized space

3 COLOR FILLS SPACE

- **PPD Free**
- Babassu delivers color into the hair
- Shine

4 BOND BUILD ATTACH

- **Amaranth Protein**
- Attaches color to hair's protein
- Hair repair
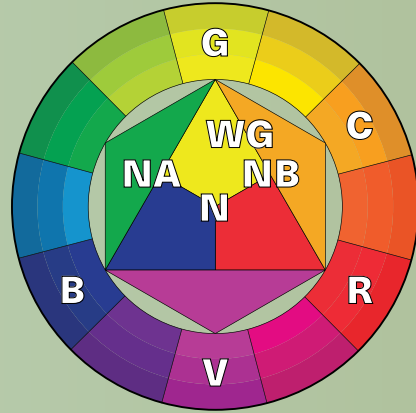- Shine

5 ELIMINATE RADICALS

- **Moringa & Pectinase**
- Enzyme Cream Activator ECA
- Condition, shine, color reflection

Color Chart

NATURAL BASE 'PURE COLOR'

Surface Pure Color Natural Series is formulated with equal parts of the three primary colors. The equal balance of Red, Yellow and Blue provides rich, natural tones. A true neutral base without additional warm or cool tones enables easy formulations, natural grey coverage and soft tone fading. The natural base allows for easy, complete control.

- **For warmer Pure Color:** formulate N with G series. Example: 3:1 7N : 7G
- **For cooler Pure Color:** formulate with NA series. Example: 3:1 7N : 7NA

LEVEL		UNDERLYING PIGMENT	PURE COLOR TONER
10	Lightest Blonde	Pale Yellow	9V + 00
9	Very Light Blonde	Yellow	9V
8	Light Blonde	Yellow/Orange	2:1 9NA : 7NA
7	Medium Blonde	Orange	7B
6	Dark Blonde	Red/Orange	2:1 7NA : 5NA
5	Light Brown	Red	5NA
4	Medium Brown	Red/Violet	2:1 5NA : 3N
3	Dark Brown	Violet	N/A
2	Very Dark Brown	Blue/Violet	N/A
1	Black	Blue	N/A

DESIRED LEVEL		FILLERS
10	Pale Yellow	9G
9	Yellow	9G
8	Yellow/Gold	8WG
7	Gold	7G & 7C
6	Orange/Gold	6WG & 6C
5	Orange/Red	5G, 5C & 5R
4	Red/Orange	4WG & 5C
3	Red	3R & 4WG
2	Red Brown	3R & 4WG
1	Dark Brown	3R & 4WG

TONE

LEVEL	N NATURAL	NB NATURAL BEIGE	NA NATURAL ASH	G GOLD	WG WARM GOLD	C COPPER	R RED	V VIOLET	B BLUE
	EQUAL PARTS PRIMARY COLORS; RED, YELLOW, BLUE	BLEND OF WHITE & NATURAL BROWN WITH A SLIGHT RED/BROWN TONE	BLEND OF BLUE & GREEN	A TRUE PIGMENTED GOLD, MIXTURE OF YELLOW & BROWN	BLEND OF GOLD & COPPER	EQUAL BLEND OF GOLD & RED	VIBRANT & RICH	COOL & WARM	PURE COOL
10 LIGHTEST BLONDE									
9 VERY LIGHT BLONDE	9N SAND	9NB BUTTER	9NA QUARTZ	9G HONEY	9WG CHARDONNAY	9C COPPER	9R ROSE	9V LAVENDER	9B SKY
8 LIGHT BLONDE	8N SANDALWOOD				8WG PEACH				
7 MEDIUM BLONDE	7N WALNUT	7NB NUTMEG	7NA STONE	7G TOFFEE		7C SPICE	7R RUBY	7V AMETHYST	7B DENIM
6 DARK BLONDE	6N ALMOND	6NB CINNAMON		6G CHESTNUT	6WG BRONZE	6C GINGER	6R GARNET		
5 LIGHT BROWN	5N CAFE	5NB TRUFFLE	5NA SLATE	5G MAPLE		5C PENNY	5R CHERRY	5V PLUM	
4 MEDIUM BROWN	4N DARK ROAST				4WG DARK AMBER				
3 DARK BROWN	3N DARK CHOCOLATE	3NB ESPRESSO					3R CRIMSON		3V INDIGO
2 VERY DARK BROWN									
1 BLACK									
0 CLEAR	00 BASSU CLEAR								

Enzyme Cream Activators

Beautiful color and shine for fine, fragile, and textured hair.

ECA	MINUTES
7 Volume	20
20 Volume	35
30 Volume	Up to 50
40 Volume	Up to 50

TRADITIONAL DEVELOPER	VS	ECA
Fading and dull color. Free radicals and damaged protein reflect dull, flat color. Fading occurs as free radicals break down color.		Eliminates free radicals and aligns hair fibers. Hair color is pure, rich, and shiny.

How it works:

DELIVERY: CERTIFIED ORGANIC BABASSU OIL

Achieve deep color deposit and on tone lightening. Penetrating Babassu Oil soothes hair during processing while carrying color and oxidizer deep within the hair.

BOND BUILDING & COLOR ATTACHMENT: CERTIFIED ORGANIC AMARANTH

Amaranth protein rebuilds structural bonds and binds color to the hair's protein. Known as the "Never fading Flower" Amaranth provides natural UV protection.

ENZYME CREAM ACTIVATORS: PECTINASE & MORINGA

During processing ECA provides pectinase enzymes and moringa with 30+ anti-oxidants to clear free radicals and align the hair's protein fiber maximizing color deposit and crystalline shine.

Natural Base
PURE COLOR

PURE COLOR
Formulations

Beautiful Brunettes

Deep tones and natural grey coverage made easy!

ROASTED ALMOND CAFÉ	
FOILAYAGE	Pure Blonde Lightening Powder
ROOT MELT	3N DARK CHOCOLATE / 5N CAFÉ
TONER	7N WALNUT
ENZYME CREAM ACTIVATOR	7 Volume

Rich Reds

Longer lasting red tones!

PUMPKIN SPICE	
BABY LIGHTS	Pure Blonde Lightening Powder
BASE COLOR	6C GINGER / 7R RUBY
TONER	9C COPPER / 9WG CHARDONNAY
ENZYME CREAM ACTIVATOR	7 Volume

Beautiful Blondes
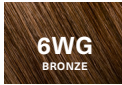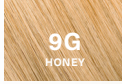
Toning and glazing made easy!

TROPICAL SUNSET	
FOILAYAGE	Pure Blonde Lightening Powder
COLOR IN-BETWEEN FOILS	9NB BUTTER
TONER	9V LAVENDER / 9NA QUARTZ
ENZYME CREAM ACTIVATOR	7 Volume

Coloring Curls

Lighten and color curly, fragile hair without compromise!

BRONZE SOLEIL	
HIGHLIGHTS	Pure Blonde Lightening Powder
COLOR IN-BETWEEN FOILS	6WG BRONZE
TONER	9G HONEY
ENZYME CREAM ACTIVATOR	7 Volume

Blonde & Tone
PURE COLOR

PURE COLOR
for Curls

Pure Blonde
#1 Choice for Curls
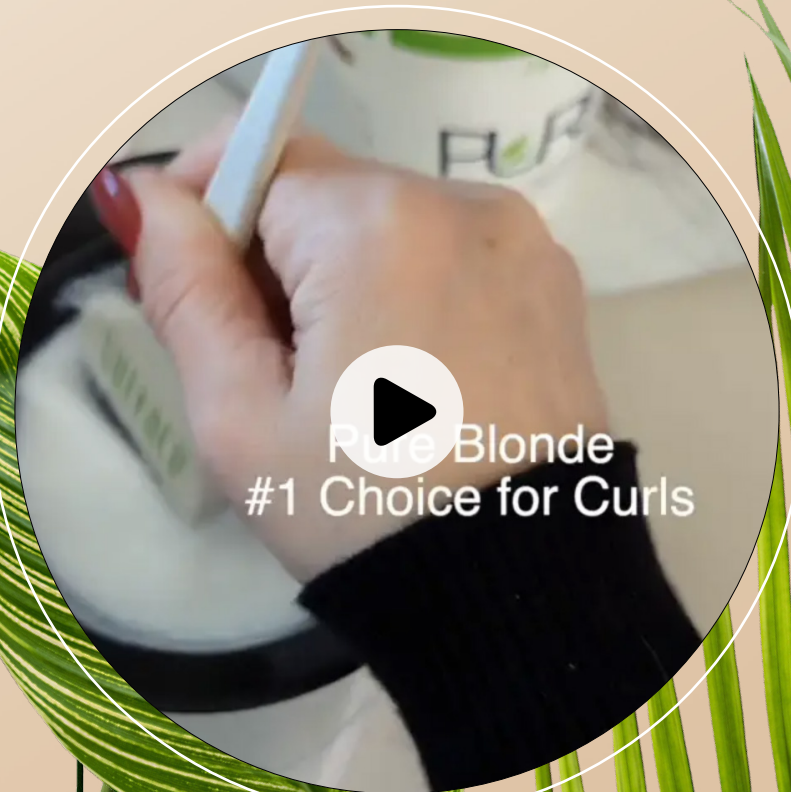
Mixing
PURE COLOR

USAGE	MIXING RATIO	ECA	MINUTES
Toning	1:1 ECA : Pure Color Gel	7 Volume	Up to 20
Demi Color	1:1 ECA : Pure Color Gel	7 Volume	20
Permanent Color	1:1 ECA : Pure Color Gel	20 Volume	35
00 Bassu Clear	1:1 ECA : 00 Bassu Clear for Color Shine Treatment	7 Volume	20
Formulate Level 8 Colors	2:1 Level 9 : Level 7	—	—

LEVELS OF LIFT	INSTRUCTIONS
—	Apply to damp or dry hair.
—	Apply to dry hair root to ends.
1–2 on natural hair	Apply to roots first, and then mid length to ends.
—	Use 00 Bassu Clear for Color Shine Treatment and to soften the pigment of any Pure Color. Apply to damp or dry hair. Shampoo and condition with Trinity Color Care.
—	—

Mixing
PURE COLOR
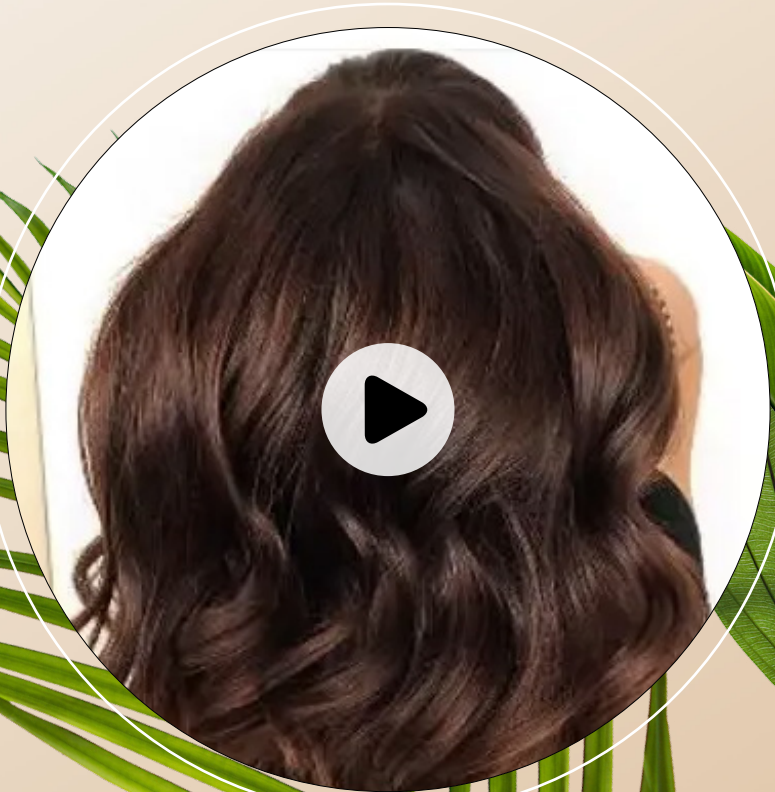
Natural
Grey Coverage

Natural Grey Coverage

BEFORE **AFTER**

COLOR & LIGHTENER THICKENER

Customize any color or lightener to your desired viscosity.

Add up to 1/4 of total formula and mix well. Will not effect deposit, lift, or processing time.

MIXING RATIO	ECA	MINUTES	INSTRUCTIONS
Grey Blending: -30% Grey	1:1 ECA : Pure Color Gel	7 Volume	20	Use color thickener for greater saturation of color.
Natural Grey Coverage: 30–50% Grey	1:1 ECA : Pure Color Gel	20 Volume	35	Use color thickener for greater saturation of color.
Resistant Grey: +50% Grey	50% or more N Series, then introduce additional desired tones.	30 Volume	Up to 50	Use color thickener for greater saturation of color. Apply to resistant areas first, such as the temples. Apply a second coat to the resistant areas once you have completed the entire application.

#1 CHOICE for *Fine, Fragile & Textured* Hair

PURE BLONDE LIGHTENER

- Gentle blonding
- Ammonia free
- Aroma/Fragrance Free
- Processes translucent: underlying tones visible
- Clean & safe formula

MIXING RATIO	ECA	LEVELS OF LIFT	INSTRUCTIONS
1:2 Lightening Powder : ECA	7 Volume	1–2	Lift to your desire while maintaining condition. Always measure.
1:2 Lightening Powder : ECA	20 Volume	2–3	Lift to your desire while maintaining condition. Always measure.
1:2 Lightening Powder : ECA	30 Volume	3–5	Lift to your desire while maintaining condition. Always measure.
1:2 Lightening Powder : ECA	40 Volume	Up to 6. Lifts 20% faster while maintaining healthy hair.	Lift to your desire while maintaining condition. Always measure.

Treatments

NOURISHING MASQUE DEEP TREATMENT

Eliminate oxidation, instantly nourish and brighten blonded hair.

TRINITY COLOR BONDING TREATMENT

Naturally rebuild protein bonds and bind color to the hair.

PURIFY & MAXIMUM REPAIR TREATMENT

Clarify and deliver maximum repair for the ultimate color experience.

COLOR SHINE TREATMENT

Pectinase Enzymes and Moringa clear free radicals for shiny, rich hair.

Color Additives

TRINITY ONE SHOT

- Repair & protect
- Add ¼ oz per 2 oz of lightener
- Apply to damaged hair before and after color service
- Leave in

TRINITY REPAIR TONIC

- Color attachment & retention
- Add ⅛ oz per 2 oz of color
- Mist liberal amount to hair prior to applying color or lightener
- Leave in

PURE COLOR THICKENER

- Color & lightener thickener
- Use with any color or lightener, will not affect processing time
- Add up to ¼ of your total formulation
- Enhance grey coverage, shine, and condition

BASSU HYDRATING OIL

- Seal color & antioxidant protection
- After rinsing color, apply throughout hair and leave in
- Add ⅛ oz per 1 oz lightener to soothe scalp
- Add ⅛ oz per 2 oz color for enhanced grey coverage

Treatments

Color Additives

PURE COLOR *Online Certification*

TAKE PURE COLOR CERTIFICATION

WATCH PURE COLOR ON VIMEO

WWW.VIMEO.COM/SURFACEHAIR

cruelty free

NATURAL INGREDIENTS

PARABEN FREE

SURFACEHAIR.COM

GLUTEN FREE

SULFATE FREE

VEGAN