



surface
HAIR HEALTH



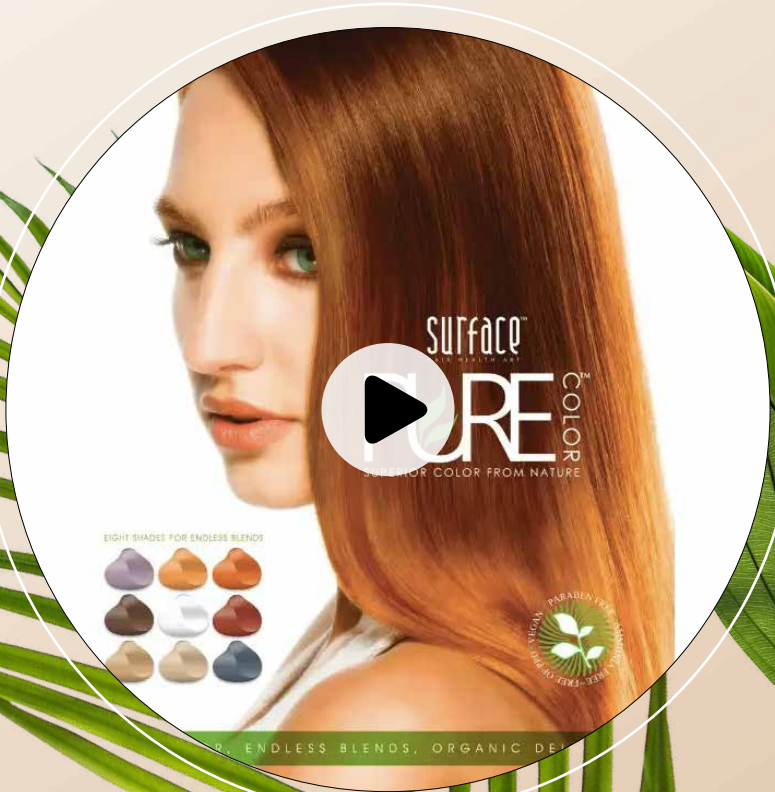
PURE COLOR
SUPERIOR COLOR FROM NATURE

Table of Contents

<u>HOW PURE COLOR WORKS</u>	4
<u>KEY INGREDIENTS</u>	6
<u>COLOR CHART</u>	8
<u>ENZYME CREAM ACTIVATOR</u>	10
<u>COLOR FORMULATIONS</u>	14
<u>MIXING PURE COLOR</u>	20
<u>NATURAL GREY COVERAGE</u>	24
<u>PURE BLONDE LIGHTENER</u>	25
<u>TREATMENTS</u>	26
<u>COLOR ADDITIVES</u>	27
<u>BECOME PURE COLOR CERTIFIED</u>	31



What is PURE COLOR?



How PURE COLOR *Works*



Key Ingredients

AMARANTH PROTEIN

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



PECTIN

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



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



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

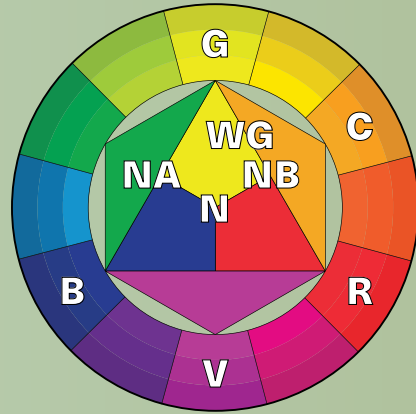
- Moringa & Pectinase
- Enzyme Cream Activator ECA
- Condition, shine, color reflection

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	Pale Yellow	9V + 00
9	Yellow	9V
8	Yellow/Orange	2:1 9NA : 7NA
7	Orange	7B
6	Red/Orange	2:1 7NA : 5NA
5	Red	5NA
4	Red/Violet	2:1 5NA : 3N
3	Violet	N/A
2	Blue/Violet	N/A
1	Blue	N/A

DESIRED LEVEL	FILLERS
10	9G
9	9G
8	8WG
7	7G & 7C
6	6WG & 6C
5	5G, 5C & 5R
4	4WG & 5C
3	3R & 4WG
2	3R & 4WG
1	3R & 4WG

LEVEL	TONE								
	N NATURAL	NB NATURAL BEIGE	NA NATURAL ASH	G GOLD	WG WARM GOLD	C COPPER	R RED	V VIOLET	B BLUE
10 LIGHTEST BLONDE	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 RED/RED	COOL & WARM	PURE COOL
9 VERY LIGHT BLONDE	10N ICE	10NB PEARL	10NA ICE					10V LILAC	
8 LIGHT BLONDE	9N SAND	9NB SILK	9NA SAND	9G SUNNY	9WG CHOCOLATE	9C COPPER	9R ROSE	9V LAVENDER	9B LILY
7 MEDIUM BLONDE	8N SANDALWOOD				8WG PEACH				
6 DARK BLONDE	7N HONEY	7NB HONEY	7NA HONEY	7G TOFFEE		7C SPICE	7R PUFF	7V AMETHYST	7B CELEST
5 LIGHT BROWN	6N ALMOND	6NB CINNAMON		6G CHESTNUT	6WG BRONZE	6C SPICE	6R SARRET		
4 MEDIUM BROWN	5N CAFE	5NB TRUFFLE	5NA SLATE	5G MAPLE		5C PENNY	5R CHERRY	5V PLUM	
3 DARK BROWN	4N DARK ROAST				4WG DARK AMBER				
2 VERY DARK BROWN									
1 BLACK									
0 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+ antioxidants to clear free radicals and align the hair's protein fiber maximizing color deposit and crystalline shine.



Natural Base
PURE COLOR


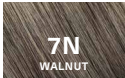
PURE COLOR
Formulations








Beautiful Brunettes

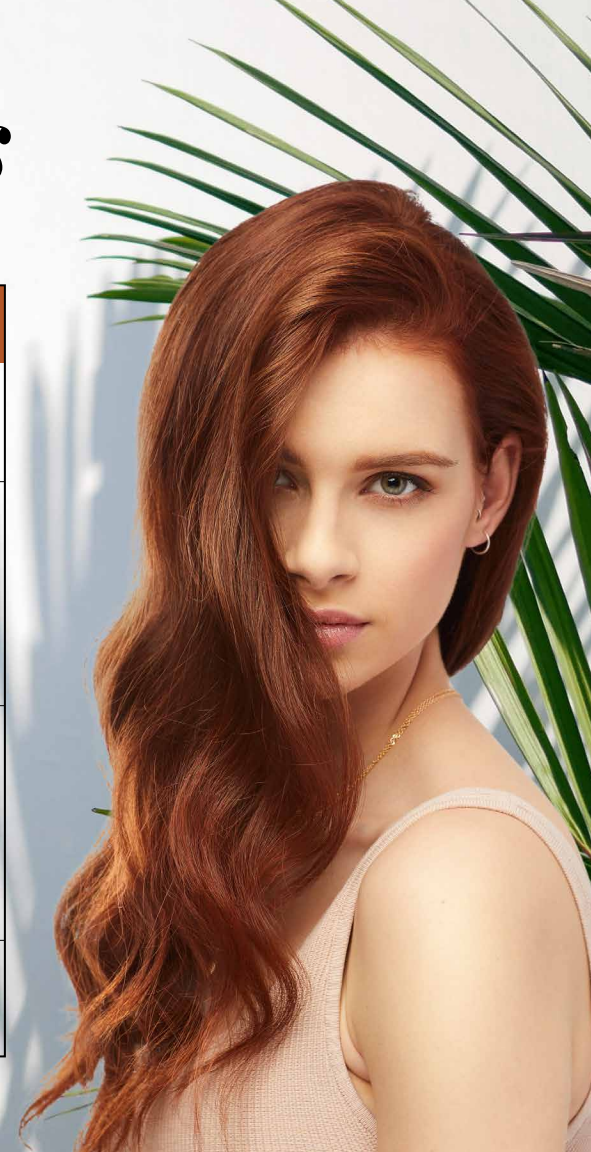
Deep tones and natural grey coverage made easy!

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

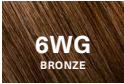
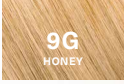
Toning and glazing made easy!

TROPICAL SUNSET	
FOILAYAGE	Pure Blonde Lightening Powder
COLOR IN-BETWEEN FOILS	
TONER	 
ENZYME CREAM ACTIVATOR	7 Volume



Coloring Curls

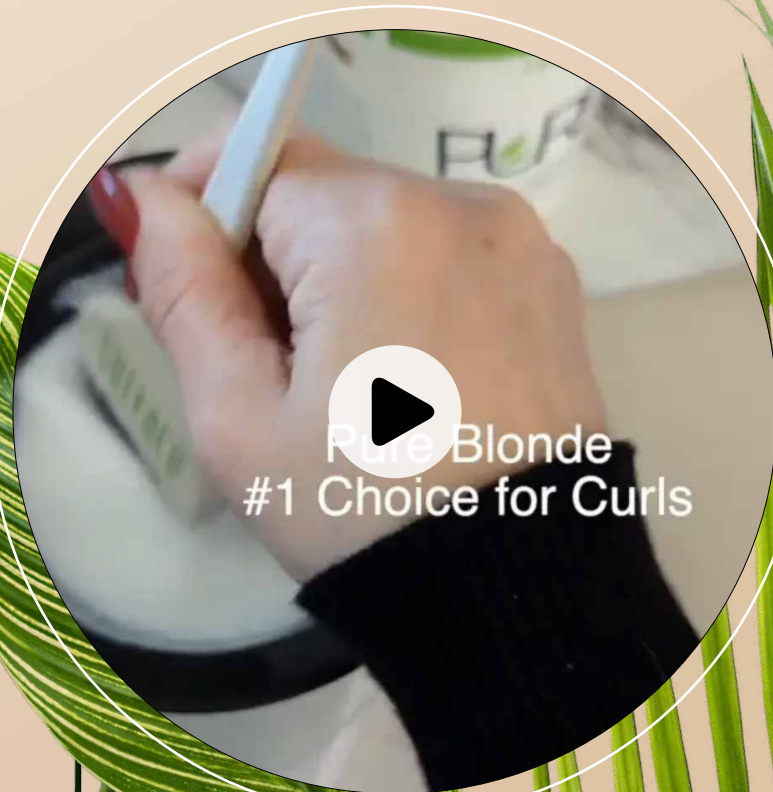
Lighten and color curly, fragile hair without compromise!

BRONZE SOLEIL	
HIGHLIGHTS	Pure Blonde Lightening Powder
COLOR IN-BETWEEN FOILS	
TONER	
ENZYME CREAM ACTIVATOR	7 Volume

Blonde & Tone PURE COLOR



PURE COLOR *for Curls*

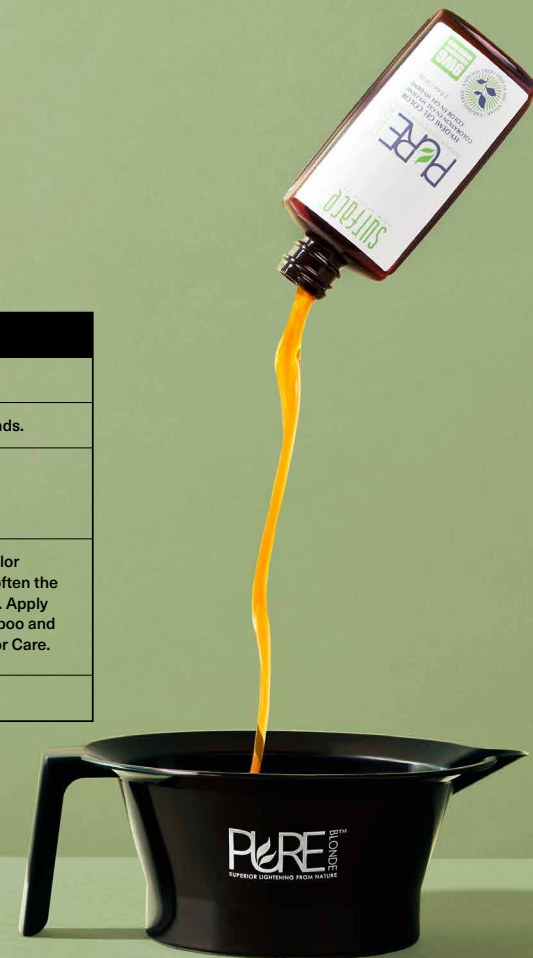


Mixing

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 ¼ 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 ½ oz per 1 oz lightener to soothe scalp
- Add ½ oz per 2 oz color for enhanced grey coverage

Treatments



Color Additives

TRINITY COLOR TONIC
For 20 Mists on hair Provides for application and porosity. No effect lifting or setting time.



TRINITY COLOR Shampoo & Conditioner
Taking Down Color
After processing emulsify your color, then shampoo condition with Trinity Color Care.

ONE SHOT
Under
1 oz lightener
setting or



BASSU MOISTURIZING SHAMPOO & CONDITIONER
Taking Down Color
After processing Bassu Shampoo amount leave



PURE COLOR *Online* Certification



TAKE PURE COLOR CERTIFICATION

WATCH PURE COLOR ON VIMEO



WWW.VIMEO.COM/SURFACEHAIR



SURFACEHAIR.COM

