

KINESSENCES™ COLOR

SLOW BEAUTY EXPERIENCE



SALES MANUAL
OES^{+V} | VEGAN FORMULA

|
KIN



KINESSENCES™

COLOR



5 REASONS TO CHOOSE KINESSENCES™ COLOR COLORATION.

- 1 Versatile ammonia-free color: It can be used as a permanent or demi-permanent color, simply by changing the mixing ratio.
- 2 Improved formula for sublime color results, with the best treatment of the hair during the coloring process.
- 3 Conscious coloring including our vegan formula, high percentage of naturally derived ingredients and sustainable packaging.
- 4 XL tube offers greater profitability for the professional.
- 5 Updated color chart based on new trends and colorist expectations.

A SLOW BEAUTY EXPERIENCE WITH KINESSENCES™ COLOR.

Hair color will never be in better hands. Discover a new holistic experience in the salon thanks to KINESSENCES™ Color and its new vegan OES^{TV} technology.

KINESSENCES™ Color is an ammonia-free 2-in-1 color system. Its versatility allows for an infinite range of color services, thanks to its dual function as a permanent and demipermanent color.

The new KINESSENCES™ Color is good for you. Its improved formula, which does not include any ingredients of animal origin, achieves sublime, long-lasting color results offering maximum care and protection for the hair.

Plus, KINESSENCES™ Color is good for the planet. Its packaging has been optimized to significantly reduce the use of both plastic and paper.

KINESSENCES™ Color is also good for your salon. Its new 100 ml XL tube and the improved activator texture provide greater profitability for the professional.

**NEW KINESSENCES™ COLOR,
SLOW BEAUTY EXPERIENCE.**



NEW IMPROVED VEGAN FORMULA.

The new KINESSENCES™ Color formula does not contain any ingredients of animal origin and improvements have been made offering greater protection for the hair during the coloring process. Its active ingredients provide sublime color results, while protecting the hair fiber, leaving it soft and shiny.

KINESSENCES™ Color contains 90% of naturally derived ingredients and its vegan OES+^v technology offers the best balance between color, care and shine.

The versatile formula allows you to use KINESSENCES™ Color as a permanent color and as a demi-permanent color, simply by changing the mixing ratio.

90%
naturally derived
ingredients



XL tube | 100 ml

Key OES⁺ technology ingredients:



5 MILLENNARY OILS

The infusion of pure oils from 5 continents provides extraordinary benefits for hair.

AFRICA • Argan oil

EUROPE • Grape Seed oil

OCEANIA • Macadamia oil

ASIA • Camellia oil

AMERICA • Kukui oil



OLEIC ACID

Also known as Omega 9, is a very healthy option for hair. Given its nature, it provides a great softness to the hair fiber. It is also an excellent hair and scalp protector.



HIGH-PURITY FILTERED WATER

The natural source of life, water undergoes a special filtering process in order to ensure the elimination of salts, minerals and other components. It naturally reproduces the hydration that the skin and hair need, allowing them to recover their natural balance.

A NEW LEVEL OF HAIR CARE.

The new KINESSENCES™ Color formula incorporates an innovation in the field of hair color: An exclusive alkalizer that takes KINESSENCES™ Color to a new level of hair care and protection.

All the light shades of KINESSENCES™ Color now incorporate DMG (Dimethylglucamine). This is an active ingredient of natural origin, derived from sugar, that reduces the amount of other, more aggressive alkalis, making the formula more gentle on the scalp and offering more protection to the hair fiber.

This new, revolutionary ingredient is included in all light shades (levels 9 and 10) on the new KINESSENCES™ Color chart.



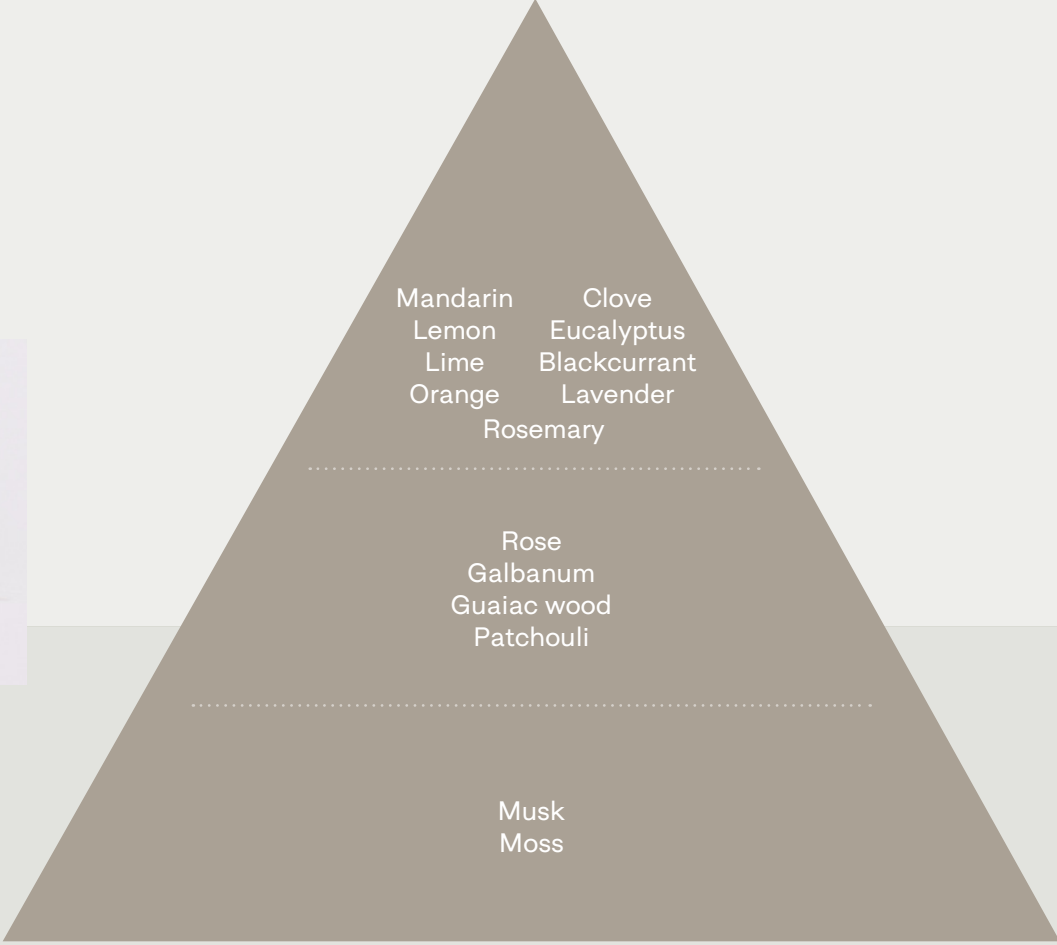
Shades that include DMG:



A HOLISTIC EXPERIENCE IN THE SALON.

KINESSENCES™ Color perfume invites you to undergo a salon experience you'll want to repeat time after time.

An intense citrus, floral aroma, which turns the color service into a wonderful experience of well-being.





1.000 ml

100 ml

New
texture

A NEW OPTIMIZED DEVELOPER.

Active Cream Developer is the new activator for KINESSENCES™ Color. It is a new vegan formula that is fluid in texture achieving greater performance in both permanent and demi-permanent formulations, without modifying the respective mixing ratios.

Available in the following concentrations:

- 6 volume: Ideal for demi-permanent color (ratio 1+2).
- 12 volume: Works for both permanent color (ratio 1+1) and demi-permanent color (ratio 1+2).
- 24 and 36 volume: Ideal for permanent color (ratio 1+1).

A NEW, MORE SUSTAINABLE COLORATION.

The new KINESSENCES™ Color is a color that focuses on sustainability, one of the pillars of KIN Cosmetics.

The 100% vegan formula contains 90% of naturally derived ingredients.

Optimized packaging in a new 100 ml tube eliminates 40% of plastic* and 21% of paper* use.

*Compared to paper and plastic consumption in the previous generation of KINESSENCES™ Color.



ONE PRODUCT, MAXIMUM VERSATILITY.



PERMANENT COLORING (1+1)

Services:

- 1 100% gray coverage.
- 2 Significant color changes.
- 3 Retouch new growth.

DEMI-PERMANENT COLORING (1+2)

Services:

- 1 Blends gray hair (up to 70% coverage).
- 2 Subtle color changes.
- 3 Refreshes color on the mid-lengths and ends.
- 4 Personalization and toning after bleaching or highlights.

UNVEILING THE NEXT GENERATION OF AMMONIA-FREE VEGAN KINESSENCES™ COLOR COLORATION.

Benefits

Gentle color with no ammonia and 90% of naturally derived ingredients.

2 products in 1: Permanent and demi-permanent color, allowing a wide variety of services in the salon.

100% gray coverage with permanent color and up to 70% coverage with demi-permanent.

Long-lasting, true-to-tone shades.

PPD-free formula reduces the possibility of allergic reactions.

Protects the hair fiber during the coloring process.

Deep conditioning, giving it a silky touch.

Nourishes the hair, sealing the hair cuticle.

Provides multi-reflection shine.

*Improvements**

- + 100% vegan formula, does not contain ingredients of animal origin.
- + Greater protection for the hair at lighter levels thanks to the new alkalizer DMG.
- + Increased salon profitability from the new XL 100 ml tube.
- + Greater sustainability thanks to the savings of plastic and paper.
- + New optimized and updated color chart based on new trends.

*Compared to the previous generation of KINESSENCES™ Color.

THE MOST VERSATILE
HAIRCOLOR,
**THE COLORIST'S
BEST TOOL.**

Xevi Jubany
Artistic & Technical
Director



67 TONES TO AWAKEN YOUR CREATIVITY.

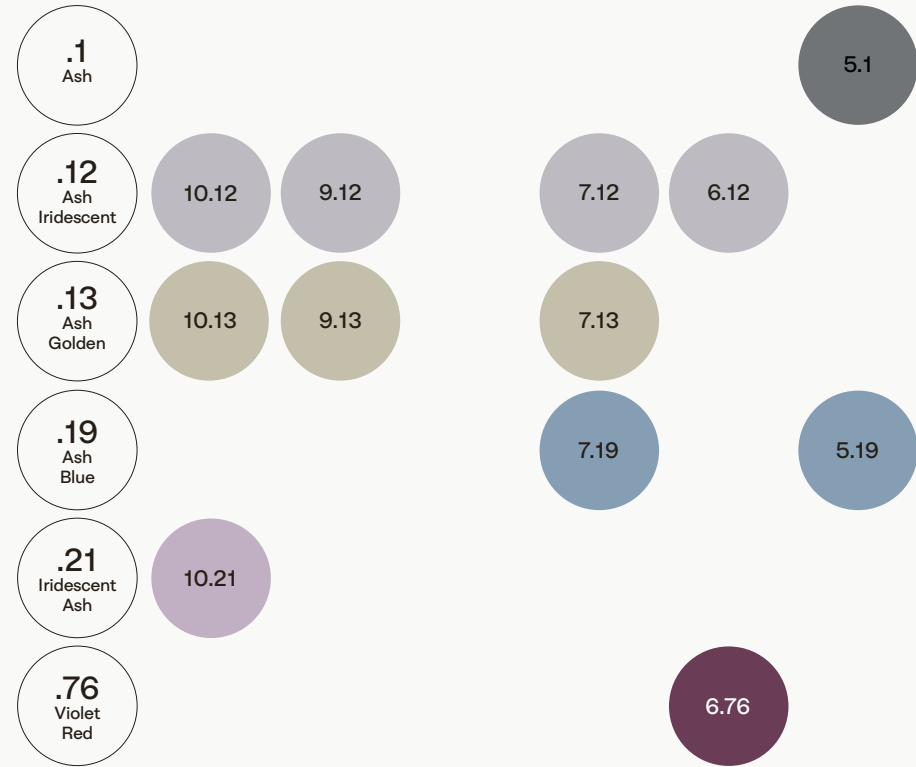


*Shades displayed on a 12 base (bleached swatch) in order to accurately observe their hue.

LATEST TREND IN NEW SHADES.

Create the most popular looks with the new collection of fashion shades from KINESSENCES™ Color. New shades neutralize unwanted warmth and add many new options for pre-lightened hair. Strong fashion trends continue to focus on blonding and individuality.

There are 12 shades in 5 shade ranges that create the latest trend in colors:



ÓSCAR VERA
Creative Director

- .1** Shades with a soft ash undertone, ideal for neutralizing warm base colors.
- .12** Ash iridescent shades, perfect for neutralizing warm base colors with cool, crystallized nuances.
- .13** Golden ash shades, ideal for neutralizing warm base colors with neutral beige hue.
- .19** Cool shades, with a deep bluish ash hue and high neutralization power, perfect for controlling orange undertones.
- .21** Iridescent ash shades, ideal for neutralizing warm base colors with a marked metallic gray effect.
- .76** Violet shade with intense red nuances, which brings the latest trends to the hair with brilliant flashes of magenta.

COLOR DEPTH SYSTEM.

10.



LIGHTEST BLONDE

9.



VERY LIGHT BLONDE

8.



LIGHT BLONDE

7.



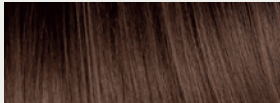
MEDIUM BLONDE

6.



DARK BLONDE

5.



LIGHT BROWN

4.



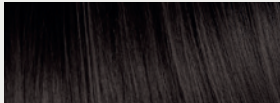
MEDIUM BROWN

3.



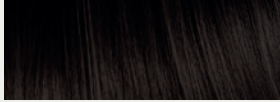
DARK BROWN

2.



BROWN

1.



BLACK



UNDERLYING PIGMENT AND NEUTRALIZATION POWER.

The underlying pigment appears when hair is lifted. The new KINESSENCES™ Color shades neutralize unwanted warm base colors among the different tone levels.

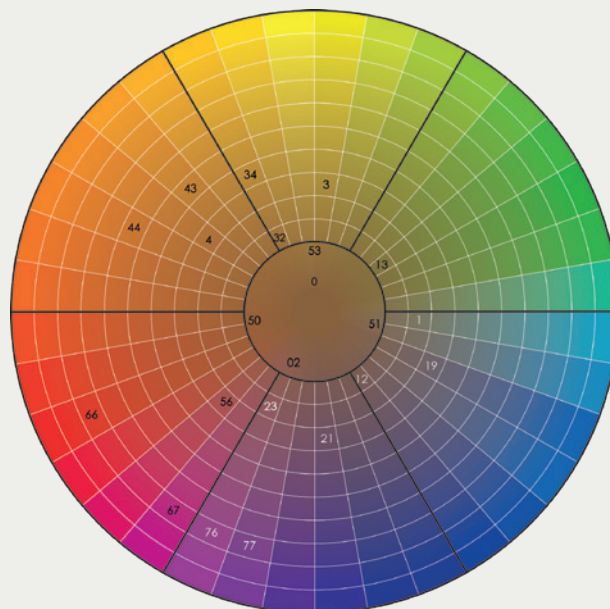
TONE LEVEL		UNDERLYING PIGMENT	
10	LIGHTEST BLONDE	10	LIGHT YELLOW
9	VERY LIGHT BLONDE	9	YELLOW
8	LIGHT BLONDE	8	YELLOW/ORANGE
7	MEDIUM BLONDE	7	ORANGE
6	DARK BLONDE	6	RED/ORANGE
5	LIGHT CHESTNUT	5	RED
4	MEDIUM CHESTNUT	4	VIOLET/RED
3	DARK CHESTNUT	3	VIOLET
2	BROWN	2	BLUE/VIOLET
1	BLACK	1	BLUE

KINESSENCES™ COLOR NUMBERING SYSTEM.

6.43

TONE LEVEL

- 1 BLACK
- 2 BROWN
- 3 DARK CHESTNUT
- 4 MEDIUM CHESTNUT
- 5 LIGHT CHESTNUT
- 6 DARK BLONDE
- 7 MEDIUM BLONDE
- 8 LIGHT BLONDE
- 9 VERY LIGHT BLONDE
- 10 LIGHTEST BLONDE



6.43

MAIN SHADE

- 0 NATURAL
- 1 ASH
- 2 IRIDESCENT
- 3 GOLDEN
- 4 COPPER
- 5 MAHOGANY/BROWN
- 6 RED
- 7 VIOLET
- 8 GREEN
- 9 BLUE

6.43

SECONDARY SHADE

- 02 IRIDESCENT NATURAL
- 12 ASH IRIDESCENT
- 13 ASH GOLDEN
- 19 ASH BLUE
- 21 IRIDESCENT ASH
- 23 IRIDESCENT GOLDEN

- 32 GOLDEN IRIDESCENT
- 34 GOLDEN COPPER
- 43 COPPER GOLDEN
- 44 INTENSE COPPER
- 50 DEEP BROWN
- 51 BROWN ASH

- 53 BROWN GOLDEN
- 56 BROWN COPPER
- 66 INTENSE RED
- 67 RED VIOLET
- 76 VIOLET RED
- 77 INTENSE VIOLET

DIRECTIONS.

1. Diagnose

Examine the texture of the hair and its natural color.

Determine the % of gray hair.

Consider the lightening power of the chosen shade.

2. Preparation and application

Permanent coloring (up to 100% gray hair):

MIX	PROCESSING TIME	RESULT / DESIRED ACTION
<p>1+1 (1 part color D+ 1 part KINESSENCES™ Color Active Cream Developer)</p>	35 min.	<p>12 Vol. = Darken or up to 1 level of lift</p> <p>24 Vol. = Cover gray 100% and/or up to 2 levels of lift</p> <p>36 Vol. = Up to 3 levels of lift / up to 4 levels of lift with 10 series</p>

Demi-permanent coloring (up to 70% gray hair):

MIX	PROCESSING TIME	RESULT / DESIRED ACTION
<p>1+2 ((1 part color + 2 parts KINESSENCES™ Color Active Cream Developer)</p>	20 min.	<p>6 Vol. = An even wash of color and shine</p> <p>12 Vol. = Tone on tone / darkening</p>

- Do not wash the hair before applying color.
- Apply on dry hair.
- Use a scale to calculate the proportions of the mixture.
- Use suitable gloves.
- Mix in a non-metallic bowl until you obtain a smooth cream.
- Apply sufficient product to ensure optimal color results and achieve perfect coverage of gray hair.
- Start the application at the roots and if necessary, extend to lengths and ends.

Lengths and ends:

COLOR CONDITION	EXTEND TO LENGTHS AND ENDS
Color softly changed	5-10 min. before the end of the processing time
Color moderately changed	10 min. before the end of the processing time
Color very changed	15 min. before the end of the processing time

Coverage of gray hair with fashion shades:

COLOR CONDITION	EXTEND TO LENGTHS AND ENDS
Up to 70% gray hair	Apply the desired shade directly
From 70% to 100% gray hair	1/2 fashion shade + 1/2 natural shade

Technical tip: Apply the mixture with the natural tone only on the outgrowth. Apply the chosen fashion shade directly to lengths and ends.

3. Final treatment

- 1 Emulsify the dye by performing an even massage.
- 2 Rinse with warm water until water runs clear.
- 3 Apply KINMASTER Equilibrant Shampoo (acid pH).
- 4 Recommend maintenance with KINESSENCES™ treatments.



For further information and other languages, please scan the following QR code.

COLOR COMPLEMENTS.

KINMASTER technical products ensure consistent success in every salon service.

KINMASTER products support you every day in your salon and guarantee optimal results for any technical service.



DEEP CLEANSING SHAMPOO

Shampoo with an alkaline pH that deeply cleanses the hair, removing the build-up of residues of finishing products. It has been specially developed to prepare the hair before any technical coloring, perming or straightening procedures, guaranteeing an optimal result. Instantly restores the manageability of the hair while providing an optimal experience in the salon.



EQUILIBRANT SHAMPOO

Balancing shampoo with acidic pH that rebalances the hair and protects the color. It is the ideal treatment to apply after coloring as it neutralizes the alkalinity and eliminates the oxidation residues from the dye, guaranteeing an optimal result. The protective and conditioning ingredients in its formula provide softness, shine and silkiness to the hair.



COLOR SCREEN

Pre-coloration treatment to protect the skin from possible staining and irritation caused by colorants or bleach.

COLOR CLEANSER

Post-coloration treatment to remove color stains from the skin.



NO ORANGE SHAMPOO

A technical shampoo that corrects unwanted orange undertones in colored, highlighted or bleached hair thanks to its formula which is ultra-concentrated with blue pigments. KINMASTER No Orange Shampoo washes the hair bringing softness and shine to sensitized hair fibers.



NO YELLOW SHAMPOO

A shampoo specifically designed to neutralize yellow undertones thanks to its high pigmentation formulation. Particularly suitable for gray, blond, bleached or streaked hair. The use of KINMASTER No Yellow Shampoo brings softness and shine to the hair, as well as protecting the hair fibers made sensitive by bleaching.



COLOR REMOVER

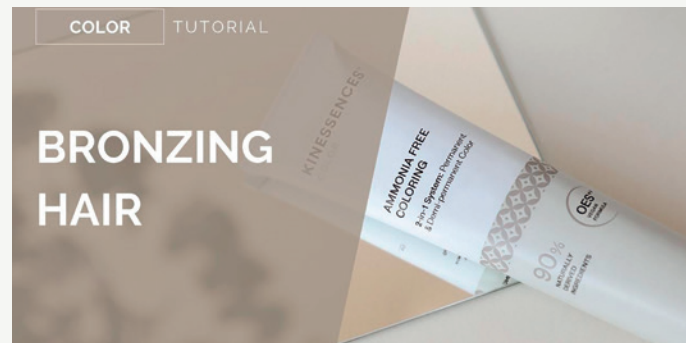
Removes oxidized pigments from the hair.



#HOWTO TUTORIALS.



Color Melting



Bronzing Hair



Natural Ginger



youtube.com/kincosmetics

Scan the QR code in order to
access the full content!



KINESSENCES™ COLOR

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