

# KINCREM™ COLOR

COLOR CONNECTION

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**SALES MANUAL**  
CRK<sup>+V</sup> | VEGAN FORMULA

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KIN



# KINCREM™ COLOR



## 5 REASONS TO CHOOSE KINCREM™ COLOR COLORATION.

- 1 Sublime color results, with full gray coverage and the best care for hair during the coloring process.
- 2 Conscious coloring including our vegan formula, high percentage of natural ingredients and sustainable packaging.
- 3 XL tube offers greater profitability for the professional.
- 4 Oxidant texture is optimized for greater uniformity and color performance.
- 5 Updated color chart based on new trends and colorist expectations.



## CONNECT WITH THE NEW GENERATION KINCREM™ COLOR.

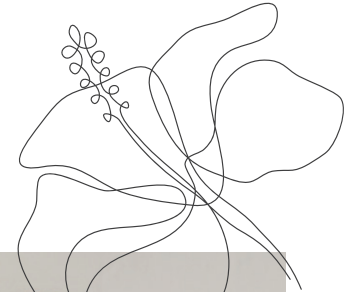
KINCREM™ Color permanent coloring connects with hair color and health thanks to its unique CRK+v vegan technology. The formula has no ingredients of animal origin and a perfect calibration of pigments, guaranteeing sublime and long-lasting color results, with 100% coverage of gray and maximum care and protection for the hair fiber.

Connects with your customers, offering them a safe, personalized and practical color service, with 120 shades inspired by the latest market trends.

Connects with the environment, our conscious vegan formula contains 70% natural ingredients and optimized, sustainable packaging.

Connects with your business, 100 ml XL tubes and optimized oxidant texture, provides better color performance, a more uniform color result and greater profitability for your salon.

KINCREM™ COLOR, COLOR CONNECTION.





## NEW VEGAN FORMULA FOR SUBLIME COLOR RESULTS.

The new KINCREM™ Color contains no ingredients of animal origin. The principal active ingredients have been carefully selected to offer the best balance between the 3 keys to a sublime color result: color, care and shine.

The new CRK+v technology has been developed in KIN Cosmetics laboratories to offer the best color, care and shine results through a vegan formula. 70% of the ingredients are of natural origin.

70%  
natural origin  
ingredients



XL tube | 100 ml

### Key CRK+v technology ingredients:



#### CERAMIDES

Of vegetable origin, they are lipids naturally present in the hair fiber with moisturizing and strengthening properties.



#### QUINOA

This super food has strengthening and nourishing benefits for hair color. It contains vegetable proteins that are rich in amino-acids, vitamins and minerals.



#### PERFECT COLOR COMPLEX

Exclusively formulated for KINCREM™ Color. It is an association of vegetable-based active ingredients that optimize and balance the formula, enhancing the color result.

## HOW DO THEY WORK TO ACHIEVE THE BEST COLOR RESULT?

This is how the active ingredients in KINCREM™ Color's CRK+v technology work to achieve a sublime, long-lasting color result with 100% gray coverage and the utmost care and protection to the hair fiber:



### COLOR

**QUINOA:** Improves retention and performance of the color.

**PERFECT COLOR COMPLEX:** Intensifies the color highlights and helps color retention.



### CARE

**CERAMIDES:** Moisturizing and strengthening properties. Rebuilds the internal structure of the hair, strengthening and increasing resistance to damage.

**QUINOA:** The optimized molecular weight of the proteins has multi-purpose properties: protecting and rebuilding the hair internally guaranteeing healthy results.

**PERFECT COLOR COMPLEX:** Thanks to its positive charge, it adheres to the hair, deeply conditioning. It also has an antifrizz effect.



### BRIGHTNESS

**CERAMIDES:** Healthy and hydrated hair is shiny hair.

**QUINOA:** Gives the hair intense shine.

**PERFECT COLOR COMPLEX:** Boosts the shine of the hair.

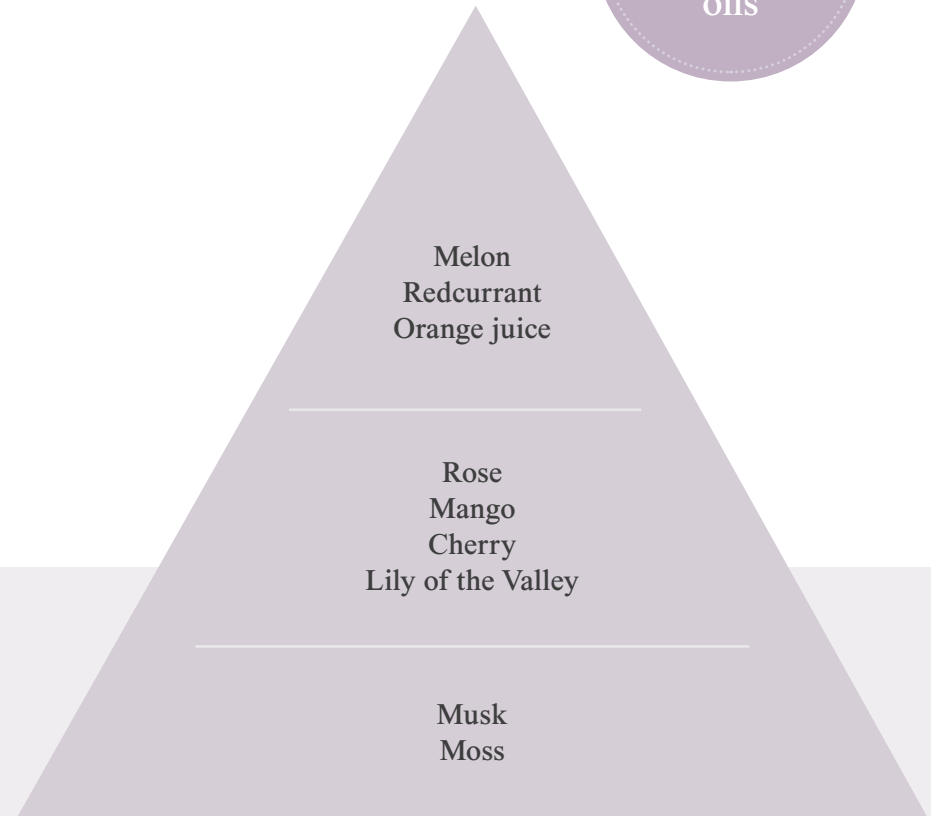
## A PLEASANT COLOR SERVICE.

The KINCREM™ Color perfume brings a sparkling touch to the color service.

Refreshing notes and a citrus finish, give way to a pink floral heart with a fruity, tropical touch. A warm and sophisticated musk background envelops the fragrance, making the color application, both for the professional and the client, a pleasant and refreshing experience.



With  
natural  
essential  
oils



FRUITY · TROPICAL · GREEN





1.000 ml

100 ml

New  
texture

## A NEW OPTIMIZED OXIDANT.

Active Cream Oxidant is the new oxidant for KINCREM™ Color coloration. The new vegan formula has a smoother texture resulting in easier mixing and higher profitability without changing the 1+1 mixing ratio.

The new texture also facilitates color penetration during application, providing more uniform color results.

Available in 10, 20, 30 and 40 volumes.

## A NEW, CONSCIOUS COLORATION.

The new KINCREM™ Color has been developed with a focus on sustainability, one of the values of KIN Cosmetics.

The environmentally-aware formula contains 70% natural ingredients. In addition, the color and oxidant formulas are vegan, meaning they do not contain any ingredients of animal origin.

Packaging is optimized to be more sustainable. The new 100 ml format, reduced use of plastic in the cap and replacing of the leaflet with a QR code, allow savings of 53% plastic\* and 39% paper\*.

\*Compared to plastic and paper use in the previous generation, KINCREM Prestige.



## DISCOVER THE NEW GENERATION OF PERMANENT KINCREM™ COLOR AND AWAKEN YOUR CREATIVE VOICE.

### *Benefits* \_\_\_\_\_

- 100% gray coverage with a natural finish.
- Long-lasting, true-to-tone shades.
- PPD-free formula reduces the risk of developing allergic reactions.
- Protects the hair fiber the coloring process.
- Deep conditioning, giving it a silky touch.
- Smoothing and sealing the cuticle retains moisture in the hair fiber.
- Provides multi-reflection shine.

### *Improvements\** \_\_\_\_\_

- + Increased salon profitability from the new XL 100 ml tube.
- + More shine and conditioning strength.
- + Improved color performance and uniformity due to the new oxidant texture.
- + Environmentally-aware vegan formula, 70% naturally sourced ingredients.
- + 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, KINCREM Prestige.

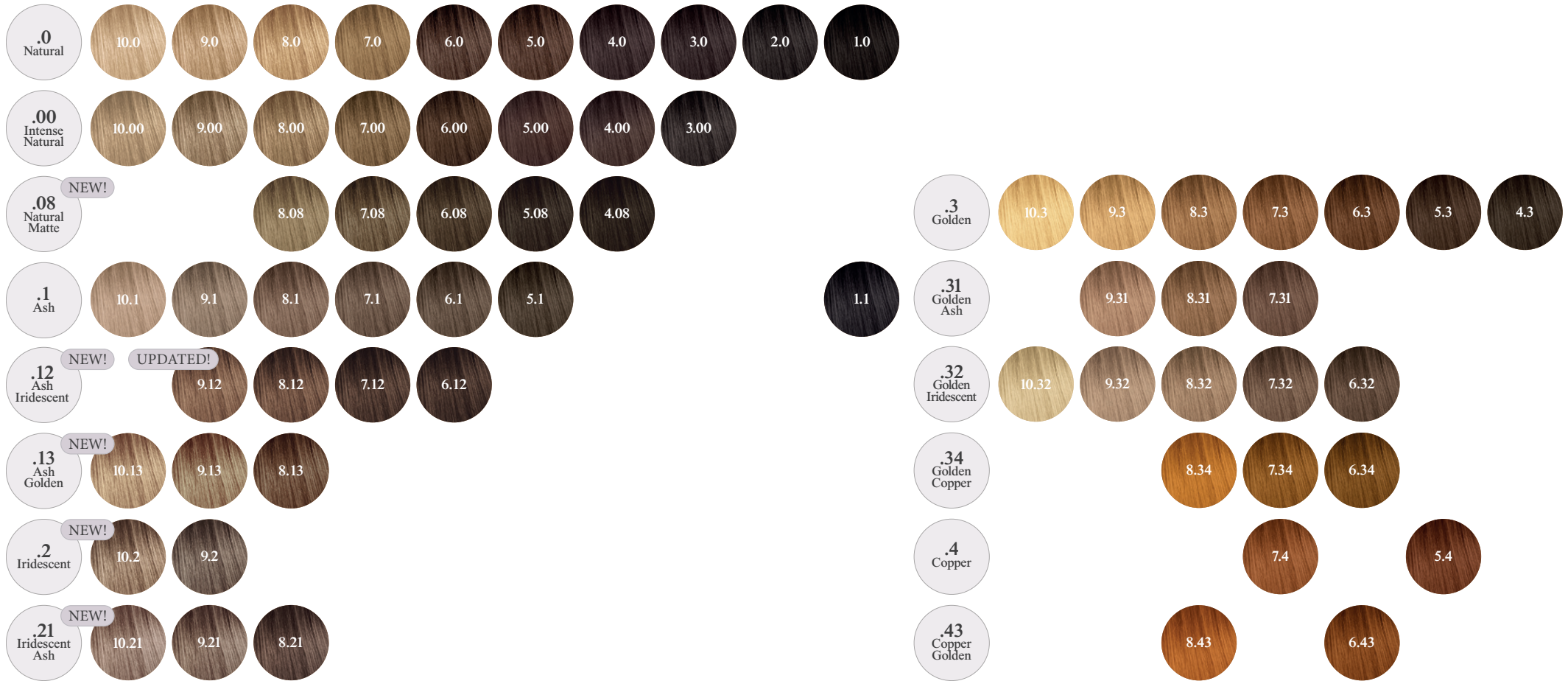


AS A COLORIST,  
I NEVER HAD A  
BETTER ALLY IN  
ACHIEVING THE  
PERFECT COLOR.

**Xevi Jubany**  
Artistic & Technical  
Director



# 120 SHADES TO EXPAND YOUR CREATIVE HORIZONS.





# 120 SHADES TO EXPAND YOUR CREATIVE HORIZONS.

The chart displays 120 shades of hair color, organized into columns and rows. The shades are labeled with numbers and names in circles. The labels are as follows:

- Column 1 (Left):** .44 Intense Copper, .45 Copper Mahogany, .50 Deep Brown, .51 Brown Ash, .52 Brown Iridescent, .53 Brown Golden, .54 Brown Copper, .56 Brown Red
- Row 1 (Top):** 8.44, 7.44, 6.44
- Row 2:** 8.45, 7.45, 6.45, 5.45
- Row 3:** 7.50, 6.50, 5.50, 4.50
- Row 4:** 8.51, 7.51, 6.51, 5.51, 4.51
- Row 5:** 7.52, 6.52, 5.52
- Row 6:** 8.53, 7.53, 6.53, 5.53, 4.53
- Row 7:** 8.54, 6.54
- Row 8 (Bottom):** 7.56, 6.56, 5.56, 4.56, 3.56
- Column 2 (Middle):** .64 Red Copper, .66 Intense Red, .67 Red Violet, .77 Intense Violet, .9 Gray
- Column 3 (Right):** 7.64, 7.66, 6.66, 6.67, 5.67, 4.67, 7.77, 6.77, 4.77, 9.9, 7.9
- Column 4 (Far Right):** Super Lighteners (12.0, 12.1, 11.0, 11.1, 11.12, 11.32), Mix Tones (M / 00, M / 11, M / 33, M / 44, M / 66, M / 77, M / 88, M / 99)

A 'NEW!' callout is placed over the shade 6.77.

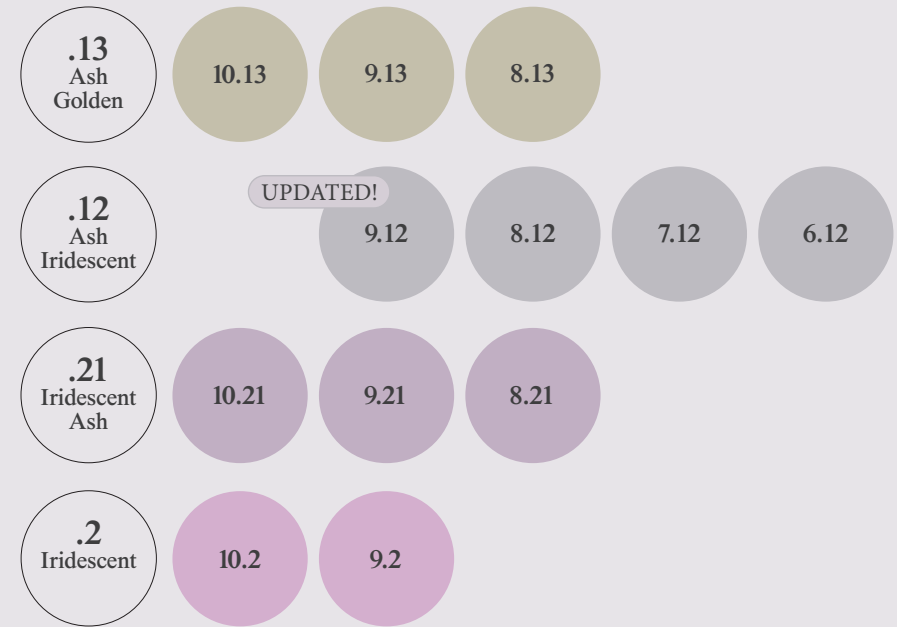


## THE NEW COOL BLONDES COLLECTION.

Today, working with blonde shades has become even more important in the salon with the birth of new color techniques such as Balayage, Babylights and the Money Piece.

In addition, cool tones are the latest trend for toning after lightening and in neutralizing unwanted warmth.

The new Cool Blondes Collection offers 11 cool shades from 4 tonal ranges that create trendy blonde colors. They are used to create cool, smoky and iridescent results with a neutralizing function or to increase the neutralizing power of other shades when mixed.



**LEONIE**  
**OLLACARIZQUETA**  
Technical Educator

- .13** These are golden ash blond shades, ideal for neutralizing warm base colors with neutral beige hues.
- .12** These are iridescent ash blonde shades, perfect for neutralizing warm base colors with cool, crystallized nuances.
- .21** Iridescent blonde ash shades, ideal for neutralizing warm base colors with a marked metallic gray effect.
- .2** These are blond shades with a deep iridescent hue and high neutralization power, perfect for controlling yellowish base colors.

## NEW MATTE NATURAL SHADES.

Discover the 5 new Natural Matte (.08) ultra-neutralizing shades. These are natural bases with a secondary 8 green (anti red) highlight, which are used to lighten dark bases powerful control of unwanted warm base colors.



**XAVIER ROSÉS**  
Technical Educator



They are perfect base shades to neutralize warm base colors thanks to their marked cool matte personality (anti red).

## UNDERLYING PIGMENT AND NEUTRALIZATION POWER

The underlying pigment appears when hair is lifted. The new KINCREM™ 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



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*

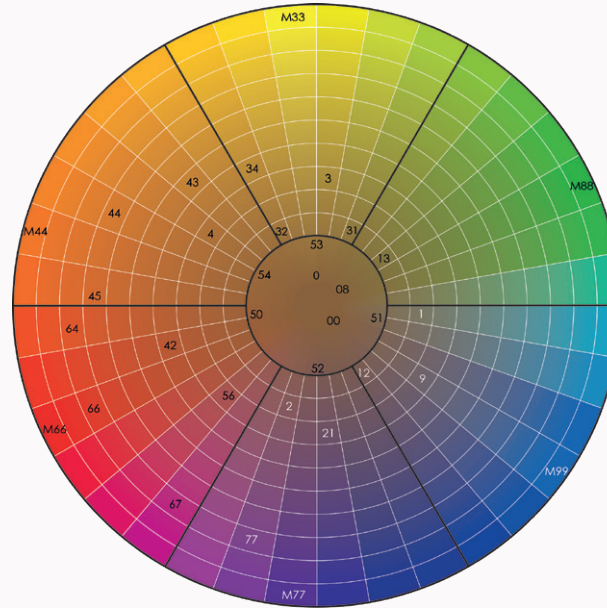


## KINCREM COLOR NUMBERING SYSTEM

### 6.43

#### 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
- 11 SUPER LIGHT BLONDE
- 12 EXTRA LIGHT BLONDE



### 6.43

#### 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

#### 6.43 SECONDARY SHADE

- |                      |                     |                   |
|----------------------|---------------------|-------------------|
| 00 INTENSE NATURAL   | 34 GOLDEN COPPER    | 53 BROWN GOLDEN   |
| 08 NATURAL MATTE     | 43 COPPER GOLDEN    | 54 BROWN COPPER   |
| 12 ASH IRIDESCENT    | 44 INTENSE COPPER   | 56 BROWN RED      |
| 13 ASH GOLDEN        | 45 COPPER MAHOGANY  | 64 RED COPPER     |
| 21 IRIDESCENT ASH    | 50 DEEP BROWN       | 66 INTENSE RED    |
| 31 GOLDEN ASH        | 51 BROWN ASH        | 67 RED VIOLET     |
| 32 GOLDEN IRIDESCENT | 52 BROWN IRIDESCENT | 77 INTENSE VIOLET |

# DIRECTIONS.

## Up to level 10:

MIX	PROCESSING TIME	LIFTING STRENGTH
<b>1+1</b> (1 part color + 1 part Active Cream Oxidant)	35 min.	<b>10 Vol.</b> = Up to 1 level of lift <b>20 Vol.</b> = Up to 2 levels of lift <b>30 Vol.</b> = Up to 3 levels of lift <b>40 Vol.</b> = Up to 4 levels of lift

## Virgin hair application

Apply the product on the lengths and ends using an oxidant with a volume one level higher. After 15 minutes, continue with the application on the roots and process for 35 minutes.

## Outgrowth retouch and maintenance

The application will depend upon the color condition of lengths and ends. Total processing time at the roots will always be 35 minutes and will be apportioned as follows:

COLOR CONDITION	OUTGROWTH	LENGTHS AND ENDS
Color hardly changed	25 - 30 min.	10 - 5 min.
Color moderately changed	20 - 25 min.	15 - 10 min.
Color very changed	10 - 15 min.	25 - 20 min.

**Technical tip:** In a case of highly sensitive hair and very changed color, make a pre-pigmentation.

## Intensification or neutralization of highlights using Mix Tones

The Mix Tones are 7 intense shades + 1 neutral lightener (M/00). The shades M/11, M/33, M/44, M/66, M/77, M/88 and M/99 are used to intensify or neutralize unwanted tones.

Directions depending on the case:

INTENSIFY	NEUTRALIZE										
Add an extra 15-30 g of the desired Mix Tones color to the mixture	Add the weight in grams of Mix Tones to the mixture, as indicated in the table, depending on the tone level:										
	TO NE LEVEL	1	2	3	4	5	6	7	8	9	10
	MIX TONES GRAMS	10	9	8	7	6	5	4	3	2	1
It is not necessary to add any additional oxidant											

Quantities for 50 g of color.

## Levels 11/12:

MIX	PROCESSING TIME	LIFTING STRENGTH
<b>1+2</b> (1 part color + 2 parts Active Cream Oxidant 40 Vol.)	45 min.	<b>Levels 11</b> = Up to 4 levels of lift <b>Levels 12</b> = Up to 5 levels of lift

- Do not wash hair before applying color.
- Apply on dry hair.
- Use a scale for accurate measurement of the color formula and for creating custom formulations.
- Wear suitable gloves.
- Mix in a non-metallic bowl until creamy, smooth and completely blended.
- Apply mixture evenly to ensure optimum color and perfect gray hair coverage.

## Tone application by shade

% GRAY HAIR	HIGHLIGHTS		
	GOLDEN & BROWN	ASH & IRIDESCENT	COPPER, RED & VIOLET
Up to 50%	Apply directly desired shade		
50% to 70%	Apply directly desired shade	Mix 1/4 tube of natural shade with the same tone level	Mix 1/4 tube of natural shade with the same tone level
More than 70%	Mix 1/4 tube of natural shade with the same tone level	Mix 1/2 tube of natural shade with the same tone level	Mix 1/4 to 1/2 tube of natural shade with the same tone level

**Technical tip:** On hair that is not gray, apply the shade directly on lengths and ends.

## Final treatment

- Emulsify hair color using a gentle massage.
- Rinse with tepid water.
- Wash with **KINMASTER Equilibrant Shampoo**.
- Maintain color with **KINACTIF / KINESSENCES** products.



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 ultraconcentrated 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.



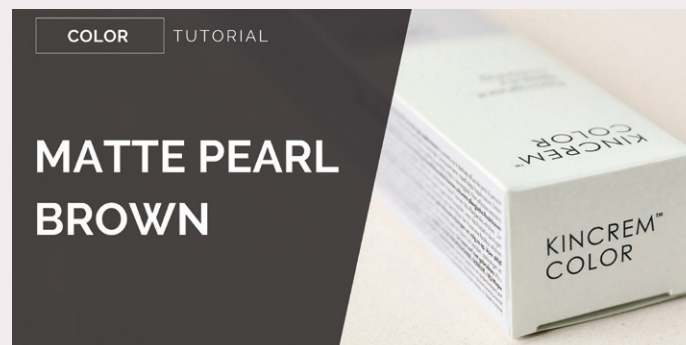
## #HOWTO TUTORIALS.



Cool Blonde Balayage



Glossy Face-Framing Highlights



Matte Pearl Brown



[youtube.com/kincosmetics](https://youtube.com/kincosmetics)

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



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