

MOEHAIR®

# Color Manual

Your Hair Our Canvas

# SMOOTH SILKY SHINY





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# Importance of Science in Moehair?

We know first hand that typically 80% or more clients have some type of hair color service performed during their visit to the salon, so we made it our mission to deliver the best hair color to hairstylists around the world. Because of our high standards, we can proudly say we offer some of the best result oriented hair color that leaves the hair smooth, silky and shiny while keeping the hair's overall integrity.



Why is the selection of ammonia crucial in Moehair colors?

The importance of having low ammonia is to keep the hair feeling and looking good without stressing the hairshaft.

What makes the hair so shiny after using Moehair color?

We have formulated our hair color with hydrolyzed keratin that replenishes lost hair protein. As a result, it balances porosity, combats frizz, smoothens hair and adds shine after salon treatment.



Why is it important to select superior-quality pigments?

Different types of pigments are available for hair color formulation. To maximize deposit, enhance vibrancy, and ensure long-lasting hues, Moehair uses high-quality and rich pigments.



# Moehair Mission

As a company built on the backs of salon professionals, Moehair is committed to making superior haircare products with high-quality ingredients. Our aim is to make the finest hair products accessible to professional hairstylists and their clientele. Moehair aspires to create an inclusive brand that inspires hair artistry through innovative formulations while empowering through education.

**Your Hair, Our Canvas!**

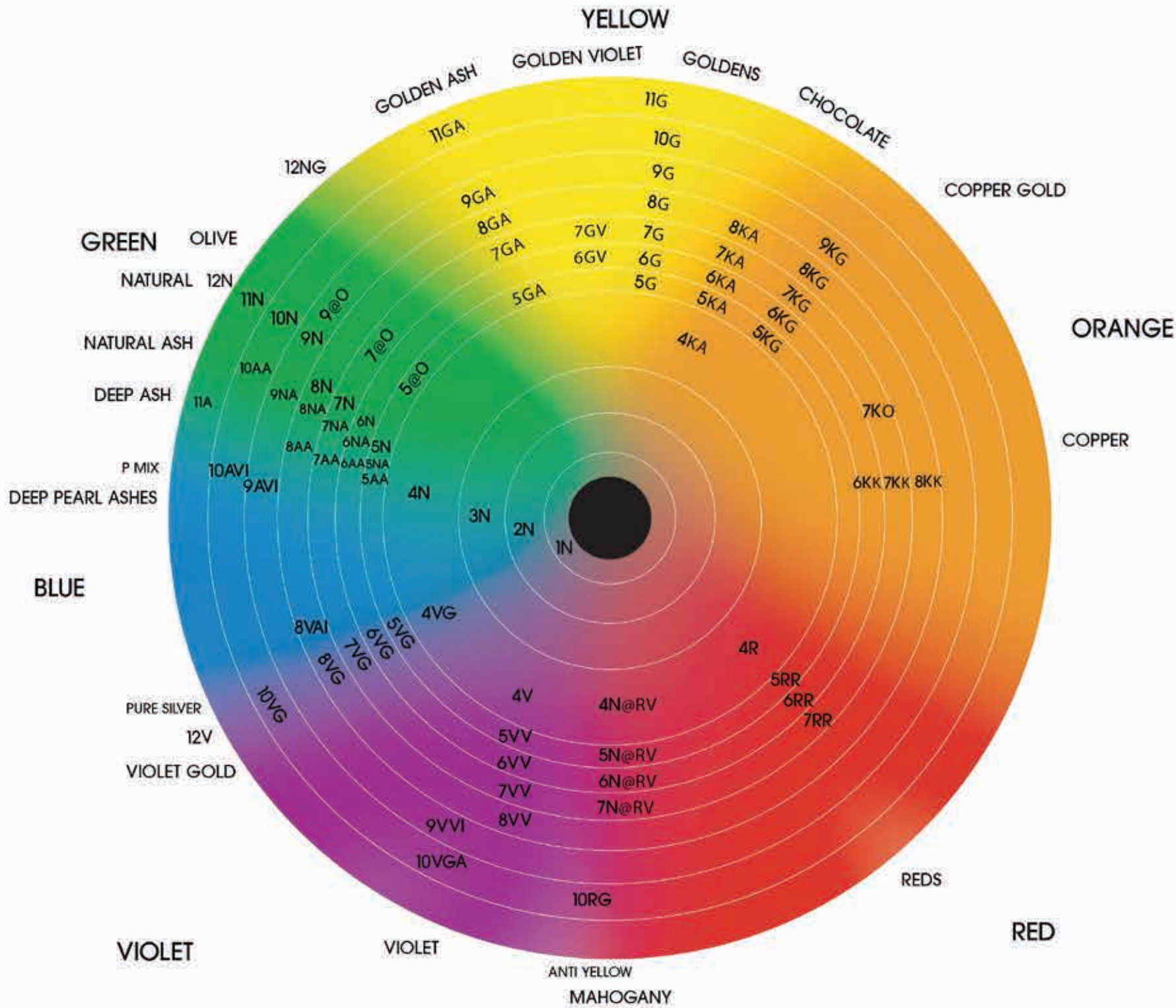


# Features and Benefits

3.38 Oz / 100 ml tubes	<ul style="list-style-type: none"><li>• Cost-efficient</li><li>• Multiple application</li></ul>
90+ color shades	<ul style="list-style-type: none"><li>• Maximize creativity</li><li>• Intermix shades</li><li>• Wide color range</li></ul>
Superior cosmetic-grade pigments	<ul style="list-style-type: none"><li>• Rich and deep concentrated tones</li><li>• Long lasting vibrant hair</li><li>• Excellent gray coverage</li><li>• Balances warm or cool tones</li></ul>
Dual identification system	<ul style="list-style-type: none"><li>• Number – Represents primary/secondary tone and intensity of tone</li><li>• Name – For visual understanding, eases understanding base for each series</li></ul>
Olive shade range	<ul style="list-style-type: none"><li>• Not recommended on gray hair</li><li>• Neutralizes orange/reddish orange undertones</li><li>• Balances natural under-pigment</li></ul>
Natural shade range	<ul style="list-style-type: none"><li>• Covers gray</li><li>• Balances under-pigment</li></ul>
Deep pearl ash range	<ul style="list-style-type: none"><li>• Neutralize undertones on pre-lightened hair</li><li>• Works as toner/semi and demi-permanent color</li><li>• Intensify existing color tones</li><li>• Trending hair color shade</li><li>• Adds dimension and subtle transformation</li></ul>
Intensifier	<ul style="list-style-type: none"><li>• Adds color vibrancy</li><li>• Neutralizes unwanted tones</li><li>• Heavily pigmented</li><li>• Intensifies existing tones</li></ul>
Voodoo Semi-Permanent Colors	<ul style="list-style-type: none"><li>• Direct dye without need for developer</li><li>• Deposit only formulation</li><li>• Non-committal hair color experiment</li><li>• Intermixable hair colors</li><li>• Rich and intense pigments</li></ul>
Key Ingredient: Hydrolyzed Keratin	<ul style="list-style-type: none"><li>• Replenishes lost keratin protein</li><li>• Strengthens hair and improves elasticity</li><li>• Leaves hair smooth, silky, and soft</li></ul>



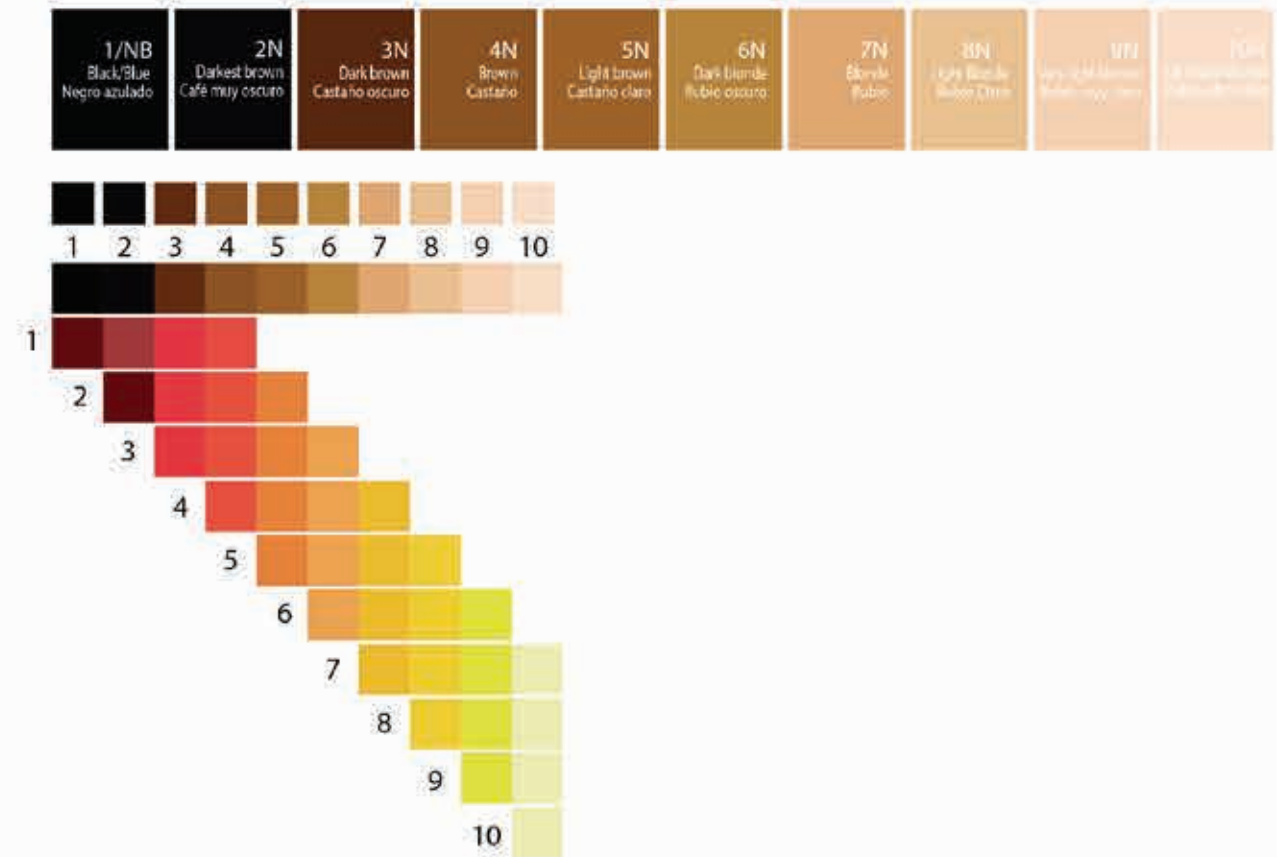
# Colorwheel



# Natural Level

## NATURAL LEVEL

LEVEL - Nivel	UNDERTONE - Tono Subyacente
1. BLACK	DARK RED BROWN - Marrón Oscuro/Rojizo
2. DARKEST BROWN - Castaño Muy Oscuro	MEDIUM RED BROWN - Marrón Oscuro Medio
3. DARK BROWN - Castaño Oscuro	MEDIUM RED BROWN - Marrón Oscuro Medio
4. BROWN - Castaño	RED - Rojizo
5. LIGHT BROWN - Castaño Claro	RED ORANGE - Rojizo Anaranjado
6. DARK BLONDE - Rubio Oscuro	ORANGE - Naranja
7. BLONDE - Rubio	ORANGE YELLOW - Naranja Amarillento
8. LIGHT BLONDE - Rubio Claro	YELLOW - Amarillo
9. VERY LIGHT BLONDE - Rubio Muy Claro	LIGHT YELLOW - Amarillo Claro
10. ULTRA LIGHT BLONDE - Rubio Ultra Claro	VERY LIGHT YELLOW - Amarillo Muy Claro





# How to Use Moehair Color (Consultation)

Step 1 – Determine the natural level of hair using our color swatches

Step 2 – Establish the desired level and tone

Step 3 – Identify natural/cosmetic hair color

Step 4 – Evaluate porosity, elasticity, and gray percentage

Step 5 – Find the undertone and base

Step 6 – Select hair color level and developer



# Gray Coverage

Moehair permanent hair colors cover up to 25% of gray without adjusting the desired color.

25 – 50% Gray – Use 75% of the desired color + 25% natural series

50 – 70 % Gray – Use 50% of the desired color + 50% natural series

75 – 100% Gray – Use 25% of the desired color + 75% natural series

**\*\*N@RV series covers up to 100% gray without adjusting the desired color**

## NN Series

The NN Series permanent hair color formulas were studied and developed to ensure higher gray coverage. They have richer and heavier pigments than N.

**Tip: Use N on finer hair, especially around the hairline, to avoid dark bands.**

## H2O2 Developers

1.5%/5 volume	Deposit only/demi-permanent
3%/10 volume	upto one level of lift with white hair coverage
6%/20 volume	up to two levels of lift, gray coverage
9%/30 volume	up to three levels of lift
12%/40 volume	up to four levels lift with high lifts and ultrablonde

# Highlift Series

Was designed for the maximum dimensional shades.

- Upto 3 levels of lift on virgin hair
- Pigment is translucent
- Less than 3% ammonia
- Use on level 6-10
- Use with 40 Vol

# Ultra Blondes

- Use on levels 6-10
- Less than 3% ammonia
- Upto 4 levels of lift on virgin hair
- More lift, less deposit
- Use with 40 Vol

# Deep Pearl Ash

Best used for toning levels 9 and above

- Less than 2% ammonia
- Best for toning or use for trending dimensional shades
- Not recommended for gray coverage
- Pigment is translucent
- Ideal to neutralize undesired undertones
- Use with 5 Vol





# Moehair Lighteners

## White Bleaching

The clear cream can be used with any Moehair Color Formulation that gives an additional ½ to 1 level of lift by replacing 25% of the color formula with white bleaching. Alternatively, it can be used as a standalone product that works as a gentle lightener, giving a lift of up to 2 levels on colored or virgin hair. With a mixing ratio of 1:1.5 (30 – 40 volume developer), it can be used as a standalone lightener.

### Tips:

- Use as color remover instead of bleach when opting a color correction service.
- Use to lighten or brighten previously bleached hair.

## Bleach Powder

### Tru Blu

Our dust-free lightener Tru Blu is a high-lift lightener formulated to expertly lift the deposited pigments from the strands by up to 7 lifts. When used with the developer, it is ideal for on-and off-the-scalp lightening. It is used for all techniques when lightening is necessary.

### Mixing Ratio:

Off Scalp – 1 part Tru Blu : 1.5 – 2 Part Developer (10 – 40 Volume)

On Scalp – 1 part Tru Blu : 2 Part Developer (10 – 20 Volume)





# Semi-Permanent Hair Colors

Our direct dye deposit-only hair color gives an intense color payoff with a range of vivid and vibrant hair colors.

- Ammonia-free hair color with rich, lasting pigments
- Intermixable with a range of semi-permanent colors
- No developer is needed for the application of the color
- Experiment with non-committal bold colors
- Consistency, non-drippy, and easy to apply
- Can be applied on both wet/dry hair

**\*\* Voodoo Colors can be applied on all levels of hair. However, it will show the most vibrant pre-lightened or bleached hair results.**



voodoo





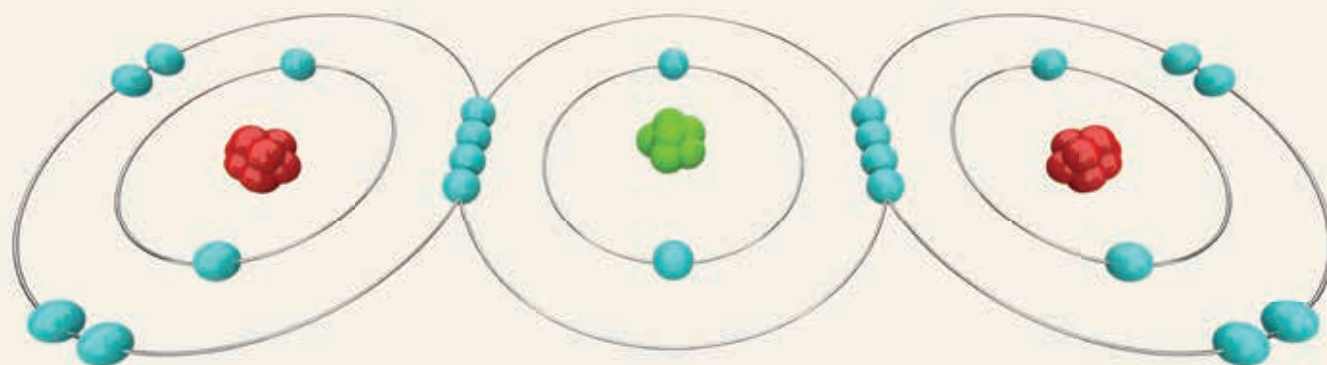
# Moeplex

Moeplex is an advanced and innovative hair bonding treatment, a definite game-changer for haircare. The product is composed of silk proteins that are interlaced through a network of polysaccharides. This efficient delivery system selectively protects the macro and microfibrils of the hair. Also, it helps in repairing broken disulfide bonds and keratin chains while allowing melanin oxidation to occur.





The silk proteins contain – Fibroin, Sericin, and Seroin, which are extremely beneficial to damaged hair.



### Fibroin

Strengthens hair and promotes fiber reconstruction

### Sericin

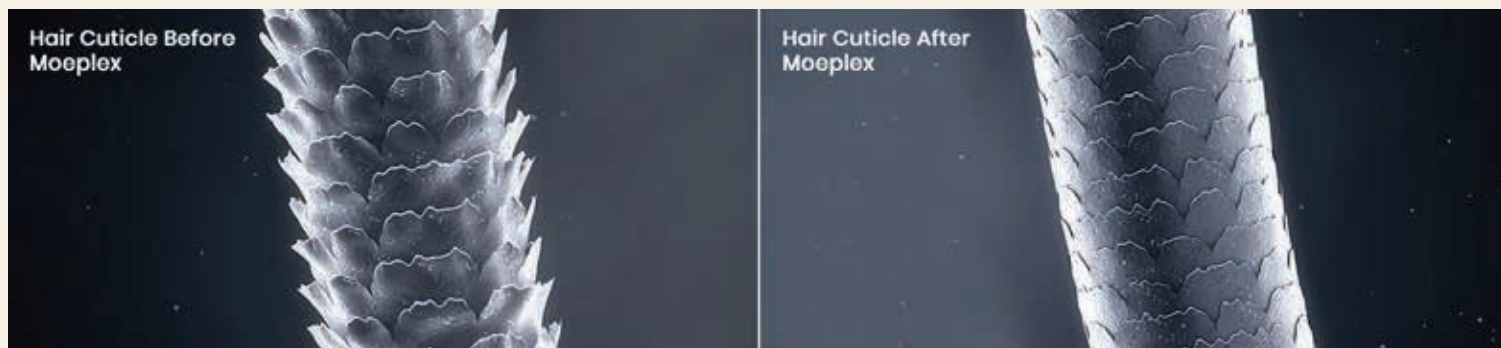
Provides for selective action and initiates immediate repair

### Seroin

Promotes intense shine and noticeably improves hair fiber condition.

## Moeplex Effect

Moeplex is a duo treatment system that doubles up as a hair color additive and even allows an extreme bleaching process to occur without compromising the hair fiber's integrity.



## Mixing Ratio

1. Bleach Use – Use approximately 25% Moeplex of the total bleach used.

See Table Below:

Bleaching Powder	Developer	Moeplex
30 g	60 g	7.5 g/ml

2. Color – Use slightly less than 10% Moeplex of the color used.

See Table Below:

Color Cream	Developer	Moeplex
30 g	45 g	2.5 g/ml



MOEHAR<sup>®</sup> | GOLD

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