



**FOUR
REASONS**

PRODUCT MANUAL

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FOUR REASONS

COLOR MASK

TONING TREATMENT

#1 FOR COLORED BLONDE HAIR

- #2 Gives light lavender tone & removes yellow tones
- #3 Makes hair healthy & shiny
- #4 Refreshes & tones hair color

LIGHT LAVENDER

cool ● 0000 white

200 ml / 6.76 fl.oz. e





HAIR ARTIST,

You are a part of life's most important moments, both in everyday life and in celebrations. You are an artist and hair is your medium. In your hands, even the wildest hair dreams become true. Your job is to make others shine. To make them feel stunningly beautiful.

This is for you:

Thank you.

At Four Reasons, we can't imagine a greater honor than to be part of those moments. To contribute to those magical encounters, even just a hair's breadth. To support you, just as you support your own clients.

We want to offer more than just tools you can rely on. We want to create products and services that inspire you and help you do your best time after time. We want to be a community you can lean on when things get tough. We want to offer education that pushes you forward and encourages you to be bold and innovative.

Four Reasons is a community of passionate hair stylists whose mission is to make everyone feel gorgeous as themselves. 100% vegan, sustainably produced professional hair products, made with love for people's individual beauty.

Four Reasons

We Love the Real You

THE FACTS

- The official name of the company is Miraculos Oy
- Founded in 1997
- Number of employees: 48
- Turnover: MEUR 17.3 (2022)
- We export Four Reasons products to more than 15 countries
- Part of the Finnish family-owned Transmeri Group



OUR SERVICE FOR YOUR SUCCESS

Here are at least four reasons to choose Four Reasons as your partner. There are many more reasons, and we would be happy to have a chat with you about them.

#1 Supporting your success

We want to help the hair salons to flourish! We offer you all the products you'll need in your salon work, training that supports your professional development and services that help you boost those sales. We will do everything we can to help you succeed.

#2 Continuous development

We make sure you are always aware of the latest trends and techniques before your clients ask for them. We live and breathe the hair salon industry, and we consider it a matter of honor to inspire you and help you develop your professional skills.

#3 Personal service

Our clients are served by real people. We visit you in person, answer the phone, chat on social media – wherever you are. Whether you're looking for a new color recipe, consultation help with the products or just a comforting shoulder, we're right here.

#4 A community of shared values

Four Reasons is a community of hair professionals who are passionate about hair. Our mission is to make everyone feel great about themselves. We support each other and help make people's wildest hair dreams come true – for the love of individual beauty.



Based on the results of our personnel survey, we have received an honourable mention as one of Finland's most inspiring workplaces for several years in a row.



We engage in continuous product development in which we also pay special attention to preventing hair stylists' occupational diseases.

Our goal is to have the best employee experience and the healthiest customers in the beauty industry



We want to make you feel gorgeous just the way you are. We develop products and services that provide better hair days for an increasing number of different hair types.



We support the financial well-being of stylists with, for example, fast deliveries, flexible payment terms, sales promotion campaigns and educations.

OUR SUSTAINABILITY IN A NUTSHELL

All Four Reasons products are 100% vegan, meaning they do not contain any animal-based ingredients.



The Four Reasons cleanse and care products manufactured in Finland are made with certified and 100% renewable wind power.



Our goal is to enable sustainable choices for our customers, taking into account environmental aspects from the entire life cycle of the product



Since the start of our packaging renewal in 2018, we have moved on to using recycled plastic, bio-based plastic or other non-virgin materials whenever possible. 100% of our packaging can be recycled when empty.



We participate in the global fight against climate change with the aim of achieving carbon neutrality in our operations by 2029.



TECHNICAL PRODUCTS



FOUR REASONS - TECHNICAL PRODUCTS

Hair colors, developers, bleaches, perms – you name it, we got it. Our technical products have been developed in cooperation with professionals in the hairdressing industry. It's easy to succeed with our reliable color products!



FOUR REASONS OPTIMA



FOUR REASONS OPTIMA – COVERAGE, SHINE, RICHNESS

Four Reasons Optima is a modern color series for versatile hair coloring, when you want **a long lasting hair color with excellent coverage and tone-rich end results**. Optima blurs the line between permanent and semi-permanent color - you can use the same versatile color line for all kinds of color work that is needed in the salon.

The color series is divided into seven shade families, which make it easier to choose a shade and to adopt the entire shade range. The shade selection includes both pure Intense shades and ready-made current Reflections shade mixes. The color series contains two shade families for grey coverage: the ready-made grey coverage shades of the Cover shade family for different degrees of darkness, and

the **Optima Total base colors with guaranteed 100% grey coverage** in up to 10minutes. The range of shades for blonde hair is diversified by Highlift lightening colors and Optima Liquids shades for toning and fading of lightening.

The Four Reasons Optima color series is **perfume-free and vegan**. The plant-based formula contains repairing and moisturizing HydraRepair™ technology and nourishing natural oils. Thanks to its composition, the color mixes easily and is quick to apply. After the Four Reasons Optima coloring, the hair has a deep, shiny tone and it feels supremely soft.

- #1 EXCELLENT COVERAGE
- #2 BRILLIANT SHINE
- #3 PERFUME-FREE
- #4 RELIABLE & EASY TO USE

COMPLETE
INSTRUCTIONS
ON PAGE 74.

CHECK OUT THE
VIDEO COURSE
[https://en.fourreasons.fi/
product/four-reasons-
optima-e-training/](https://en.fourreasons.fi/product/four-reasons-optima-e-training/)



100ml



OPTIMA IS BEST SUITED FOR

- intense results
- evening out the result
- clear difference between the colors
- coverage for uneven base



❤️ @netteshairbeauty



❤️ @hairbyjennimarjakoski



❤️ @stoolissahenna



❤️ @salonhothair



FOUR REASONS OPTIMA MAKEOVER

A3283 | 250ml

- Creates the perfect base for the color pigments to work in an ideal way
- Ensures a clean, luscious and tone-rich coloring result
- Nourishing ingredients protect hair from the stress of color removal
- Ammonia-free and perfume-free

Use Four Reasons Optima Makeover for removing previous color before dyeing when

- you want to achieve a clear tonal change in the hair
- there is a clear layer of colors on the ends of the hair
- you want to remove direct dye effectively and quickly

FOUR REASONS OPTIMA CLEAR BOOSTER WITHOUT AMMONIA

Four Reasons Optima Clear Booster enhances the Optima color's bleaching effect and evens out the different shades in colored hair, and enhances the coverage of the hair color in resistant hair, for example with grey coverage.

With Optima Clear Booster, you can also lighten the color treated hair subtly, which means that you can brighten the tone lightly without using lightening color. You can mix Optima Clear Booster with all Optima tones, except the highlift shades line 11.



FOUR REASONS

OPTIMA

COLOR CHART

COVER	INTENSE				REFLECTION				MIXER	HIGHLIGHT
10NNB									BLUE	
9NNA 9NNB 9NNW									8GN 8BM 8BO	VIOLET
8NNA 8NNB 8NNW									7GN 7BM 7BO	GREEN
7NNA 7NNB 7NNW									6GN 6BM 6BO	RED VIOLET
6NNA 6NNB 6NNW									5BM 5BO	RED MAHOGANY
5NNA 5NNB 5NNW									4BM	RED
4NNA 4NNB 4NNW									7MB 70M	COPPER GOLD
3NNB									6MB 60M	GOLD COPPER
1NNB									5MB 40M	PINK





FOUR REASONS OPTIMA TOTAL – UNFAILING COVERAGE IN ONLY 10 MINUTES!

Total complements the Optima color range

Four Reasons Optima Total, designed for roots touch-ups, is a color product with guaranteed **100% grey coverage**. Coloring with the Four Reasons Optima Total range is exceptionally quick: the **10-minute processing time** cuts the time needed for coloring and also provides the hair stylist with an opportunity to offer additional services with good profit.

60ml



The Four Reasons Optima Total color range includes fermented green coffee beans with antioxidant polyphenols and caffeine that stimulate microcirculation in the scalp and promote the wellbeing of the scalp. The Optima Total color line is **perfume-free and vegan**. Contains ammonia.

CHOOSE OPTIMA TOTAL WHEN YOU WANT

- total coverage of grey hair
- a compact shade palette
- complete your tools for grey coverage
- a good additional service for your hair salon



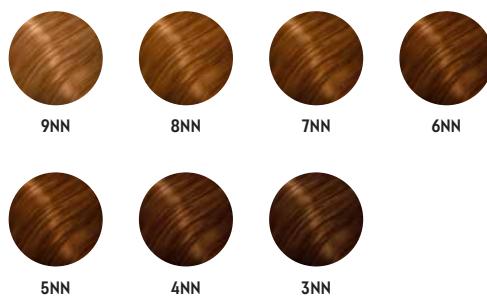
Tone selection:

NN tones:

3NN, 4NN, 5NN, 6NN, 7NN, 8NN, 9NN

Neutral base tones with intense coverage.

Classic tones that are traditionally most used in grey coverage, in particular.



Mixer tones:

4-6A, 4-6B, 4-6BM, 6V, 6MR, 7-9A, 7-9B, 7-9BM

Are you craving more vibrant tones? Choose the Optima Total mixer tones with which you can add a colder or warmer tone to the base color selection. The range also features red and purple tones that are excellent for grey coverage.



#1 RELIABLE 100% GREY COVERAGE

#2 QUICK TO USE – PROCESSING TIME ONLY 10 MINUTES

#3 BEAUTIFUL AND NATURAL FINISH

#4 PERFUME-FREE

**COMPLETE
INSTRUCTIONS
ON PAGE 76.**





FOUR REASONS

OPTIMA LIQUIDS

MIXING RATIO

1:1

PROCESSING TIME

10-20MIN



THE BRIGHTEST BLONDS – OPTIMA LIQUIDS

Four Reasons Optima Liquids is a hair color for toning, neutralising and clarifying bleached hair. The topical selection of pure blonde tones is designed for bleaching in which you want to add tone to the bleached base while maintaining the brightness of the color. When paired with the Optima Liquids Activator developer, the product's liquid consistency blends into a mass that is easy to lather and also fast and cost-effective to use at the shampoo station.

Four Reasons Optima Liquids contains a unique compound of hydrolysed proteins that repairs and strengthens hair by preventing it from splitting and also protecting the hair from damage caused by chemical treatments. Other pampering ingredients include Ecocert certified Limnanthes alba seed oil that leaves your hair glossy and soft, and baobab oil that moisturises the hair effectively due to its high content of vitamins A, D, E, and F. Four Reasons Optima Liquids is **perfume-free** and **vegan**.



60ml

- #1 FOR GLOSSING BLEACHED HAIR
- #2 BRIGHT, PURE TONES
- #3 QUICK TO APPLY AND SHORT PROCESSING TIME
- #4 PERFUME-FREE

COMPLETE
INSTRUCTIONS
ON PAGE 77.



LUXIMA IS BEST SUITED FOR

- three-dimensional results
- pastel blondes
- toning bleached hair
- natural results



❤️ @nooratukkasotka



❤️ @hairbyvaloheidi



❤️ @tribeauty_sabina



❤️ @studio_somana





FOUR REASONS LUXIMA



FOUR REASONS LUXIMA – NATURAL, MULTIDIMENSIONAL, GLOSSY

Four Reasons Luxima is a versatile color series that leaves the hair with an exceptional shine and enables **natural-looking, three-dimensional results**. Based only on toned pigments, the composition of Four Reasons Luxima reveals the subtle differences in depth in the base and creates a three-dimensional impression. The vitamins and vegetable oils of Luxima's unique Shine Enhance Complex shine compound enhance the light-reflecting ability of color pigments. The end result is always individual, exceptionally vibrant and multi-toned – exactly what today's customers want.

The Four Reasons Luxima shade selection is divided into six color families. The shade selection is based on the Browns, Blonds and Pastels color families, which can be adjusted with a versatile selection of intense Mixers shades. With the help of Base shades that increase the coverage and smoothing

ability of the color, it is easy to darken or brighten the basal growth and cover the greys 100%. Express shades are a selection of cold, natural shades and light folding shades for quick hair coloring and color correction with a 5-minute effect time.

Four Reasons Luxima hair color is **ammonia-free and vegan**. The easy-to-apply and a gel-like composition of the color and the effect time of only 15 minutes offer an economical way to dye your hair. Low-alkaline Luxima colors hair gently – it doesn't lift the hair's natural base, so you don't need to worry about unwanted warm tones. All shades have a yellow fold ready, which makes it easier to tint blonde hair successfully. Hair toned with Luxima never looks dyed or unnatural; instead, it sparkles in a clear and natural way.

#1 THREE-DIMENSIONAL RESULT

#2 REFLECTIVE SHINE

#3 GENTLE

#4 QUICK TO APPLY

COMPLETE
INSTRUCTIONS
ON PAGE 78.

CHECK OUT THE
VIDEO COURSE

[https://en.fourreasons.fi/
technical-products/luxima/](https://en.fourreasons.fi/technical-products/luxima/)



60ml



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FOUR REASONS

LUXIMA

COLOR CHART

BASE	EXPRESS	BROWNS		BLONDS				PASTELS	MIXERS
9-10	PEARL JAM 10	BLACK LEATHER 2-4.12	MINERAL GREY 6-8.11	PEARLY PASTEL 7-9.12	PEARLY BLOND 8-10.12	DUSTY ROSE 7-9.15	RUBY SILVER 8-10.15	BLUE SKY	ANTHRAZITE 11
8-9	BLUSH 10	ESPRESSO 4-6.12	ICE COFFEE 6-8.12	SMOKY ROSE 7-9.16	FROZEN ROSE BLOND 8-10.16	INKY PINKY 7-9.26	STRAWBERRY BLOND 8-10.26	LAVENDER	VIOLA 22
7-8	SALMON 10	CHOCOLATE CHERRY 4-6.25	MAROON BROWN 6-8.25	SANDY 7-9.13	BEACH BLOND 8-10.13	CARDAMOM 7-9.77	NUTMEG 8-10.77	MINT	MAGENTA 26
6-7	SUNKISS 10	DARK CHOCOLATE 4-6.32	MILK CHOCOLATE 6-8.32	CHAI LATTE 7-9.32	CREAM BLOND 8-10.32	MACADAMIA 7-9.75	NUDE BLOND 8-10.75	ROSE	REDISSIMO 66
5-6	SILVERFOX 10	FRENCH ROAST 4-6.13	MOCHAC-CINO 6-8.13	AMBER 7-9.33	BISCUIT 8-10.33	CARAMEL KISS 7-9.14	APRICOT BLOND 8-10.14	PEACH	ORANGE 44
4-5	NEUTRAL 7-8	CHESTNUT 4-6.35	TRUFFLE 6-8.35	TOasted HONEY 7-9.74	HONEY BUNNY 8-10.74	CINNAMON 7-9.34	SUNRISE 8-10.34	APRICOT	MARIGOLD 34
3	COOL 7-8	BROWNIE 4-6.73	PEANUT BUTTER 6-8.73					CLEAR	BURGUNDY 25
	NEUTRAL 5-6	BROWN SUGAR 4-6.34	HONEY FUDGE 6-8.34						METALLIC MAUVE 15
	COOL 5-6	CHOCOLATE CARAMEL 4-6.74	HOT TOFFEE 6-8.74						TERRACOTTA 42
	NEUTRAL 4								BRONZE 47



SELECT DEVELOPER BASED ON THE COLOR LINE

Select the necessary developers based on your color line, current base and used tones:

For the user of **Luxima**,
choose Four Reasons Oxid

MIXING RATIO
1:2

1000ml



FOUR REASONS OXID | PERFUME-FREE

Toning dyed or lightened hair	1,5%
Darkening or evening up root growth with BASE tones	3%
Brightening root growth with BASE tones (approximately one level)	6%

For the user of **Optima Total**, choose Four Reasons Optima Total Activator

MIXING RATIO
1:1

1000ml



FOUR REASONS OPTIMA TOTAL ACTIVATOR | PERFUME-FREE

For root touch-ups, only with Optima Total tones	8%
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For the user of **Optima**,
choose Four Reasons
Optima Cream Oxid

MIXING RATIO
1:1,5

HIGHLIGHT
1:2

900ml



FOUR REASONS OPTIMA CREAM OXID | PERFUME-FREE

Coloring damaged or lightened hair	1,5%
Keeping the hair on the same level or darkening the hair	3%
Grey coverage and lightening hair by 1–2 levels	6%
Lightening hair by 2–3 levels	9%
Lightening hair by over 3 levels (Highlight tones)	12%

For the user of **Optima Liquids**, choose Four Reasons Optima Liquids Activator



MIXING RATIO
1:1

1000ml

FOUR REASONS OPTIMA LIQUIDS ACTIVATOR | PERFUME-FREE

Toning bleached hair with Optima Liquids	3%
--	----

MIXING RATIO TABLE				
Color (g)	1:1,5		1:2	
	Developer (g)	Total (g)	Developer (g)	Total (g)
20	30	50	40	60
30	45	75	60	90
40	60	100	80	120
50	75	125	100	150
60	90	150	120	180
70	105	175	140	210
80	120	200	160	240
90	135	225	180	270
100	150	250	200	300

BLEACHES

Take your bleaching to the next level

Our range of bleaches includes solutions for all the bleaching works of a salon, such as major color changes, foil highlighting and bleaching roots. Each bleach has a different composition and special characteristics to make it easier to work with various lightening techniques. All our bleaches have a perfume-free, ammonia-free, and vegan composition.

@hairbylindal



FOUR REASONS HYDROBLEACH

A4117 | 500g

A4118 | container



A modern bleaching product for all lightening services and techniques

- Lightens the hair by up to 7 levels*
- The Hydroshield technology protects the hair during bleaching
- A soft paste suitable for various techniques
- Ammonia-free and perfume-free

Pick me when

- you want to save time; you can safely lighten up to four times in a row with the same treatment without washing the hair between treatments
- you want to minimize the harmful effects of bleaching on the structure of your hair or you work with pre-lightened hair

@hairbylindal



FOUR REASONS BLEACH

A3823 | 500g

A3824 | container



A safe dust-free bleaching product

- Lightens up to 7 levels*
- Completely dust-free consistency
- A thick, firm paste
- Ammonia-free and perfume-free

Pick me when

- you do not aim for a clean lightening base
- you tone hair to a warm tone after lightening
- you lighten hair which is easy to bleach





FOUR REASONS CLASSIC BLEACH

A4180 | 500g

A4181 | container

An effective bleaching product for all kinds of bleaching work

- Lightens up to 8 levels*
- A dust-free consistency
- A soft and creamy composition
- Ammonia-free and perfume-free

Pick me when

- you want to work with an effective, classic bleaching product
- you do precise bleaching work, such as foil highlights



Watch our bleaching education



FOUR REASONS ULTRALIFT 9+

A3825 | 500g

A3826 | container

An effective bleaching product for completely clean lightening base

- Lightens up to 9 levels*
- A moist, flexible and easily applied paste
- Ammonia-free and perfume-free

Pick me when

- the hair is in normal or good condition
- you want a completely clean lightening base
- you tone hair to a cool tone after lightening



FOUR REASONS BLEACH CREAM

A4274 | 250ml

A creamy bleaching product

- Lightens the hair by up to 7 levels*
- The nourishing plant-based oils protect the hair during the bleaching process
- Creamy consistency
- Ammonia-free and perfume-free

Pick me when

- you are bleaching the roots
- you want to work with a pleasant creamy consistency

* The darkness of the hair to be processed and oxidizer concentration may affect the bleaching result.

OTHER TECHNICAL PRODUCTS

A4040 | 50ml

FOUR REASONS VIOLET DROPS

Toning drops to be added to a color or bleach

- #1 Neutralizes yellow tones
- #2 Mix with color or bleach
- #3 Adjustable intensity
- #4 Perfume-free

Contains violet direct dye pigment that remains stable in the bleach or dye and effectively tones out the yellow tones in the base. Use only with dyes with developers or bleaches!

HOW TO USE: Stir the drops into a pre-mixed color/bleach mixture. For neutralizing yellow tones: 5–15 drops per 100g/3.5 fl. oz. of pre-mixed color or bleach mixture. Adjust the amount of drops depending on the desired intensity of neutralizing yellow tones. In case any section of highlights over tones, you can use a light warm-toned direct dye to neutralize the effect. When using the drops for toning, mixing ratio is max 1:5. Intended only for use with oxidative colors.



A3827 | 100ml

FOUR REASONS SEAL & SHINE OIL

An oil that protects the scalp

- #1 Protects the scalp
- #2 Boosts shine
- #3 Makes mixing easy
- #4 Perfume-free



Protective, shine-boosting oil for scalp and skin. Prevents the color from staining the skin when applied around the hairline. When mixed with hair color protects the scalp, evens out the result in porous hair and acts as a shine booster. Can also be used with perms for scalp protection.

HOW TO USE: As a protective cream: Apply the product around the hairline before applying the color or perm. As a shine booster: Add 1–4g in the color mass and mix carefully. Apply the color normally. Luxima: Add 1–4g in the color mass at the nozzle bottle and mix carefully.

A4406 | 250ml

FOUR REASONS COLOR LOCK

Post-Color Treatment Spray for longer-lasting hair color

- #1 Prevents color fading
- #2 Neutralises chemical residues
- #3 Balances pH level
- #4 Perfume-free

The treatment spray for longer-lasting hair color closes the surface layer of the hair and locks in the color pigment, neutralising the pH of the hair. It corrects the moisture balance in the hair and makes it easier to comb. Always recommended when dying with a hair color requiring a developer, particularly with blonde tones. The active ingredient, fermented coffee bean extract, contains plenty of antioxidants and polyphenols that stop the oxidation process taking place in the hair during the coloring process.



A3828 | 100ml

FOUR REASONS CLEAN

Color stain remover

- #1 Cleans color-stained skin
- #2 Gentle for skin
- #3 Easy to use
- #4 Perfume-free



Removes color stains efficiently and gently from the hairline after color has been applied or after the coloring process.

HOW TO USE: Wet a cotton wool in the liquid and wipe the excess color from the skin during the processing time.

HOW TO USE: After rinsing off the color and washing the hair, towel-dry and apply the treatment spray evenly everywhere in the hair, emulsify lightly and let sit for 3 minutes. Rinse and continue the usual treatment.

ESSENTIALS FOR THE FOUR REASONS SALON

A4248 | 500ml

FOUR REASONS DISINFECTANT SURFACE CLEANER

Disinfectant Power Cleanser

Are you looking for a cleaning product that both cleans and disinfects surfaces at the same time? Here it is – an effective cleaning product for all water-washable surfaces in the salon. Four Reasons Disinfectant Surface Cleaner, a fragrance-free disinfecting power cleanser instantly cleans dirt from the surfaces of customer places, door handles, the kitchen, a coffee room or, the toilets.

HOW TO USE: Clean the surfaces first. Turn nozzle to spray position. Spray the product on the surface to be disinfected and let stand for at least 5minutes. Dry with a clean cloth.



- #1 Buh-bye, germs!
- #2 For all surfaces
- #3 Almost too effective (99.9% to be exact)
- #4 Perfume-free

A4245 | 400ml

FOUR REASONS HAND SOAP

Gentle and Moisturizing Hand Soap

In the hairdressing salon, hands are washed frequently along the day and the hands may dry out from the products that wash vigorously. Invest in the soap used in your hair salon and your hands will thank you! Four Reasons Hand Soap contains almond oil, known for its nourishing and softening properties, and moisturizing glycerol. The product has a wonderfully soft, creamy almond scent!



- #1 Oh, so gentle
- #2 Squeaky clean
- #3 Moisturizing effect
- #4 Soft & creamy almond scent

A4246 | 400ml

FOUR REASONS HAND CREAM

Nourishing and Protective Hand Cream

What properties do you require from the hand cream you use after washing your hands at work? Very moisturizing, quickly absorbed, effective active ingredients and a wonderfully soft feeling in the hands? Four Reasons Hand Cream combines all of these! In addition, the cream has a sweetly soft, indulgent scent of almonds. Ah, perfectly charming, caring hand cream for the hair salon's coffee room for the staff or for the joy of clients with dry hands!



- #1 Nourishing effect
- #2 The quickest dry
- #3 Oh shea... what a shield!
- #4 Soft & creamy almond scent

A black and white photograph showing a hairdresser from the side, wearing glasses and a dark t-shirt, washing a client's hair in a large, dark, shiny sink. The client is leaning back, and their hair is being rinsed. The background is dark.

CURLING AND SMOOTHING PRODUCTS

With our modern high-quality Four Reasons curling agents you can provide your customers with exactly the curls they want, taking individual needs into consideration – no matter what you wish for enchanting curls, charming waves or shine and manageability for coarse hair.



FOUR REASONS MULTIWAVE

Four Reasons Multiwave is a three-phase, low-alkaline perm solution for all curl treatments. The product does not contain thioglycolate and ammonia, which protects the hair from damage and reduces scalp irritation. Available in three different strengths, all of which have an effect time of 10min. The end result is long-lasting, natural-feeling curls. Perfume-free. The packaging is made of recycled plastic.

Four Reasons Multiwave A | Perm solution
Normal, strong and hard-to-curl hair.

A4133 85ml

Four Reasons Multiwave B | Perm solution
Color-treated, soft and easily curled hair.

A4134 85ml

Four Reasons Multiwave C | Perm solution
Lighter dyed and bleached hair.

A4135 85ml

Four Reasons Multiwave Neutralizer | Ready-to-use
neutralizer for a Four Reasons Multiwave perm solution

A4136 1000ml

Four Reasons Multiwave Keratin Hardener
After-perm treatment

A4137 1000ml

#1 FOR CURLING ALL HAIR TYPES

#2 LONG-LASTING CURLS GENTLY

#3 AMMONIA-FREE AND THIOLYCOLATE-FREE

#4 PERFUME-FREE

**COMPLETE
INSTRUCTIONS
ON PAGE 80.**



FOUR REASONS SHAPE

Four Reasons Shape is a perm solution for all curling treatments that can be adjusted according to hair type. The product's three different strengths can be mixed together to create the optimal result and bouncy curls for all hair types.

Plant-based proteins create an even and vibrant curl structure. Mildly perfumed. Vegan formula and economical 500ml packaging size.

Four Reasons Shape A Perm solution. Hard-to-curl hair.	A3898	500ml
Four Reasons Shape B Perm solution. Colored and normal hair.	A3899	500ml
Four Reasons Shape C Perm solution. Treated hair.	A3900	500ml
Four Reasons Shape Neutralizer Ready-to-use neutraliser for Shape perms	A3897	1000ml

#1 FOR CURLING ALL HAIR TYPES

#2 BOUNCY & CURLY RESULTS

#3 ADJUSTABLE LIQUID STRENGTH

#4 MILDLY PERFUMED

**COMPLETE
INSTRUCTIONS
ON PAGE 81.**



Four Reasons Smoothing Treatment A4243 | 500ml



FOUR REASONS SMOOTHING TREATMENT

Silky soft, long-lasting smoothness for all hair types. Four Reasons Smoothing Treatment smooths and softens naturally wavy and coarse hair, making the hair more manageable and shiny.

The gentle, easy-to-use semi-permanent smoothing product is suitable for all hair types and won't damage even heavily processed hair. This is a one-size-fits-all kind of product for hair of any type and condition, even bleached hair if the processing time and quantity of strokes is selected based on hair.

The product consists of unique, vegan ingredients that are a perfect substitute for the animal-derived keratin commonly used in straightening products.

Why Smoothing Treatment?

- Tame frizzy and unruly hair
- Easy to use – one product, different processing times
- Expand your service selection
- Opportunity for additional services with good profit

#1 SMOOTHING, VEGAN KERATIN TREATMENT

#2 THE EFFECT LASTS FOR UP TO 4 MONTHS

#3 SUITABLE FOR ALL HAIR TYPES

#4 PERFUME-FREE

**COMPLETE
INSTRUCTIONS
ON PAGE 82.**



FOUR REASONS PRODUCT LINES

Straight or curly, dyed or natural, long or short.
Whatever your hair style and type, in the Four Reasons selection
you will find the tools to look just like you. Choose the products
that suit your hair salon from our five product families.



PROFESSIONAL

COLOR MASK

ORIGINAL

NO NOTHING

NATURE



FOUR REASONS PROFESSIONAL

When you want to work smart,
not hard.

With Professional, it's easy to build the most versatile toolkit and create a personalized routine for clients' specific hair needs.

Find the right tools for what you want to achieve: moisture for dry hair or volume for fine hair? Choose the Professional products with the exact features you need. The technologies of the products support the needs of the hair. And it's not just about technology, it's about understanding. We understand

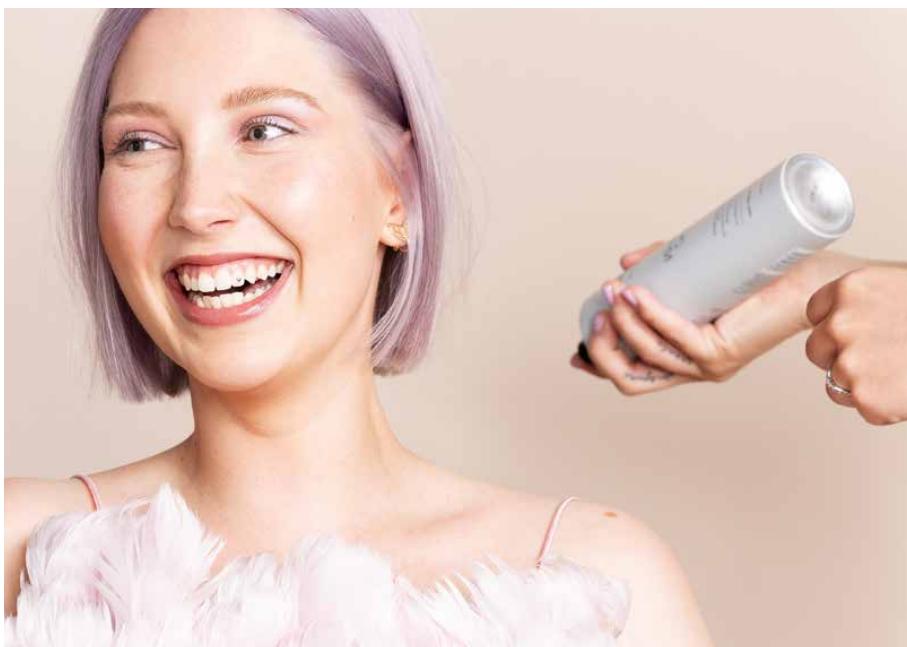
how hair reacts, while also recognizing how external stresses affect them ... And the idea of the perfect toolkit for professional needs was born.

- #1 Available only at hair salons
- #2 High quality products for professional use
- #3 Sustainable choice
- #4 Luxurious user experience



FOUR REASONS

PROFESSIONAL



PRICE POINT:



WHY PROFESSIONAL?

- Functional products designed for professional use
- To provide professional-level products for your customers
- A good profit margin for a hairdresser
- Only available in hair salons

SUSTAINABILITY

- Washing and care products made in Finland with 100% renewable energy
- Packaging for washing and care products made from sugarcane-based bioplastic
- Wax jars made of sugarcane-based bioplastic
- Design and finishing products packed in aluminum, caps made of recyclable plastic
- The packaging is 100% recyclable
- All products are vegan



CLEANSE & CONDITION

Silky Moisture

When hair has lost elasticity and it is frizzy with lots of flyaways, or is thick and coarse, Silky Moisture products give hair:

HYDRATION
ELASTICITY
SHINE
VITALITY



Active ingredients:

Shampoo and conditioner: betaine, pea protein
Treatment: shea butter and plant protein

BRILLIANT COLOR SHAMPOO



Shampoo for colored and chemically treated hair

A3472 | 300ml
A3501 | 1000ml

- #1 For colored and treated hair
- #2 Gently cleanses the hair without fading the color
- #3 Makes hair super shiny
- #4 A clean, peachy scent

BRILLIANT COLOR CONDITIONER



Conditioner for colored and chemically treated hair

A3473 | 300ml
A3502 | 1000ml

- #1 For colored and treated hair
- #2 Restores the vitality of the hair color
- #3 Makes hair super shiny
- #4 A clean, peachy scent

Deep Cleansing

When you need freshness and vitality for your hair and scalp, Deep Cleansing Shampoo gives:

**PERFECT CLEANSING
HAIR THAT FEELS AIRY
FRESHNESS FOR SCALP
HEALTHY HAIR**

SILKY MOISTURE SHAMPOO



Shampoo for dry and chemically treated hair

A3476 | 300ml
A3503 | 1000ml

- #1 For dry and treated hair
- #2 Helps maintain the hair's moisture balance
- #3 Makes hair shiny and soft
- #4 A powdery floral scent

SILKY MOISTURE CONDITIONER



Conditioner for dry and chemically treated hair

A3477 | 300ml
A3504 | 1000ml

- #1 For dry and treated hair
- #2 Helps maintain the hair's moisture balance
- #3 Softens and makes hair shiny
- #4 A powdery floral scent

SILKY MOISTURE TREATMENT



Hair mask for dry and chemically treated hair

A3478 | 150ml

- #1 Weekly hair pampering treatment
- #2 Conditions and moisturizes hair effectively
- #3 Makes hair soft and shiny
- #4 A powdery floral scent

Brilliant Color

When hair is colored, and the most important thing is to keep the color rich and vibrant for as long as possible, Brilliant Color products give hair:



PROTECTION FOR HAIR COLOR

AMAZING SHINE
STRENGTH
NOURISHMENT

Active ingredients:

Vegetable protein and olive extract

DEEP CLEANSING SHAMPOO



Deep cleansing shampoo

A3480 | 300ml
A3505 | 1000ml

- #1 For weekly use
- #2 Before using intensive treatments/direct dyes
- #3 Removes residues of styling products and other impurities
- #4 Perfectly clean hair

CLEANSE & CONDITION

Weightless Volume

When your hair is fine and flat, or when you want extra volume, Weightless Volume products give hair:

VOLUME AND BODY
SHINE
MOISTURE
SOFTNESS

 Active ingredient: Pea peptide



WEIGHTLESS VOLUME SHAMPOO

Volumizing shampoo

A3482 | 300ml
A3892 | 1000ml



- #1 Fullness and airiness
- #2 Gives a beautiful shine
- #3 Moisturizes and leaves hair soft
- #4 Keeps frizz away

WEIGHTLESS VOLUME CONDITIONER

Volumizing conditioner

A3483 | 300ml
A3893 | 1000ml



- #1 Fullness and airiness
- #2 Clears and removes electricity
- #3 Moisturizes and conditions
- #4 Gives a beautiful shine

DAMAGE CONTROL SHAMPOO

Shampoo for damaged hair A3474 | 300ml

#1 Repairs damaged and stressed hair
#2 Strengthens brittle hair
#3 Moisturizes and makes hair more flexible
#4 Gives a beautiful shine



DAMAGE CONTROL CONDITIONER

Conditioner for damaged hair A3475 | 300ml

#1 Repairs damaged and stressed hair
#2 Strengthens brittle hair
#3 Moisturizes and makes hair more flexible
#4 Gives a beautiful shine



No Yellow

When you want to maintain the cool shade of blonde hair and neutralize warm tones, No Yellow products give you:

COOL TONE
BRIGHTENING FOR BLONDES
SHINE
CONDITIONING

 Active ingredients:
Vegetable protein, papaya, Centella Asiatica and iris extract, violet pigment



Damage Control

When hair is stressed by chemical treatments such as bleaching, breaks easily and feels brittle and lifeless, Damage Control products give hair:

HEALTHY FEEL
DAMAGE REPAIR
STRENGTH
SOFTNESS

 Active ingredients:
Papaya, Centella Asiatica and iris extract



NO YELLOW SHAMPOO

Silver shampoo for blonde hair

A3481 | 300ml
A3506 | 1000ml



- #1 For fair, bleached and grey hair
- #2 Neutralizes effectively yellow tones
- #3 Maintains a cool tone
- #4 A soft and fresh fruity scent

NO YELLOW CONDITIONER

Silver conditioner for blonde hair A4160 | 300ml

#1 For fair, bleached and grey hair
#2 Neutralizes effectively yellow tones
#3 Maintains a cool tone
#4 A soft and fresh fruity scent





STYLE & FINISH



Styling & finishing products

It is easy to create lasting, high-quality hairstyles with our Professional styling products. The formulas have been developed for the demanding needs of professional hair stylists and they work fantastically in daily styling as well as creating gala updos. By combining different products, you can create a style that brings out the best qualities of your client's hair – there are products designed for each hair type and style.

FIBER WAX

Texturizing fiber-rich wax

- #1 Flexible hold
- #2 Gives texture and defines the hair
- #3 Moldable structure
- #4 Fruity scent

A3491 | 100ml

4



MULTI-BENEFIT SPRAY

Multiaction, heat-activated conditioning spray

- #1 Detangles, conditions, nourishes and protects hair
- #2 Heat protection for blow drying
- #3 Gives shine, flexibility and vitality
- #4 Makes long hair easier to shape and manage

A3495 | 250ml

1



PURE BLISS HAIR OIL

Moisturizing hair oil

- #1 Makes hair silky soft
- #2 The weightless composition does not flatten
- #3 Moisturizes and adds shine
- #4 Soft coconut scent

A4426 | 50ml

1



FIBER MOUSSE

4



Fiber mousse with flexible hold

A3490 | 200ml

- #1 The ideal base product before blow-drying and curling
- #2 Weightless volume and flexible hold
- #3 Heat protection for blow drying
- #4 Perfect for fine hair

A3498 | 100ml

2

STYLING PRIMER

Hair primer with light support



VIOLET STYLING MOUSSE

2



Volumizing styling mousse

A3500 | 200ml

- #1 For blonde hair
- #2 Cools the tone by neutralizing yellowness
- #3 Velvety support for hairstyles and heat protection for blow-drying
- #4 Adds volume and texture

A4425 | 250ml

3

SALT MIST



Texturizing salt spray

- #1 Easy styling for both long and short hair
- #2 Gives the hair a rich texture
- #3 Emphasizes waves and curls
- #4 Suitable for both dry and wet hair

ROOT BOOSTER

5



Heat-activated root lifter

A3535 | 200ml

- #1 Strong hold and root lift
- #2 Adds volume and fullness
- #3 Lasting hold
- #4 Foamy spray for blow drying

A3499 | 100ml

5

TEXTURE WAX



Strong hold styling wax

- #1 Strong and flexible hold
- #2 Gives a rough texture
- #3 Re-stylable finish
- #4 Soft toffee scent

A3499 | 100ml

1 Hold factor 1-6

Heat protection for blow-drying

Heat protection under iron

Humidity protection

UV protection

STYLE & FINISH

GEL GLUE

6

Gel glue with extremely strong hold

A3508 | 100ml

- #1 Provides maximum hold
- #2 Dries quickly
- #3 For long-lasting styling
- #4 No sticky hands



INVISIBLE DRY SHAMPOO

1

Fine-powder dry shampoo

A3492 | 250ml

- #1 For all hair colors and hair types
- #2 Leaves a velvety feel
- #3 Refreshes the hair and absorbs excess oiliness
- #4 A great base product for all hairstyles



HEAT SHIELD

2

Heat protection spray

A3492 | 200ml

- #1 Makes styling easy with heated tools
- #2 Conditions and protects hair from damage caused by heated tools
- #3 Effective heat protection under the styling irons
- #4 Flexible hold, long-lasting and bouncy curls



WORKING SPRAY

3

Hairspray with flexible hold

A3489 | 300ml

- #1 Helps in shaping the hairstyle and finishes lightly
- #2 The composition of fine spray does not wet the hair
- #3 Flexible hold with natural finish
- #4 A must-have product for all hairstyles



FINISHING SPRAY

5

Hairspray with a strong hold

A3487 | 300ml

- #1 Strong hold for finishing the hairstyle
- #2 Dries quickly and brushes off easily
- #3 Long-lasting, strong hold with natural finish
- #4 Does not make hair heavy



DRY SHINE SPRAY

1

Dry shine spray

A3488 | 200ml

- #1 Gives a natural, shiny finish to hairstyles
- #2 Controls frizziness
- #3 Makes hair soft and smooth
- #4 Does not make hair heavy



BODY BOOST

4

Volumizing spray that gives volume

A3484 | 250ml

- #1 Makes hair look thicker
- #2 Easy and quick volume boost
- #3 Adds velvety texture and fullness
- #4 Leaves hair natural and voluminous



COOL BLONDE DRY SHAMPOO

1

Silvery hair powder

A3485 | 250ml

- #1 For blonde hair
- #2 Brightens and neutralizes yellow tones
- #3 Refreshes the hair and absorbs excess oiliness
- #4 A great base product for hairstyles



HUMIDITY SHIELD

3

Moisture protection spray

A3493 | 250ml

- #1 Protects all hair styles from humidity
- #2 Gives a natural, soft hold
- #3 Keeps straight straight and curly curly
- #4 Makes the hairstyle last longer



ELASTIC VOLUME SPRAY

4

Volumizing hairspray with flexible hold

A3534 | 300ml

- #1 Flexible, long-lasting hold
- #2 Fullness and airy volume
- #3 Natural finish
- #4 Leaves hair movable



EXTREME HOLD SPRAY

6

Strong hairspray

A3507 | 300ml

- #1 Very strong hold
- #2 Long-lasting and secure support
- #3 The weightless composition does not flatten the hair
- #4 A reliable finish for all hair styles



HAIR VITAMIN

K1 | 60pcs

Vitamin-mineral tablet

- #1 Promotes hair health
- #2 Contains zinc, selenium and biotin
- #3 Copper contributes to the normal pigmentation of the hair
- #4 Lactose-free, gluten-free, vegan, dairy-free, soy-free and yeast-free





FOUR REASONS PROFESSIONAL SHOTS

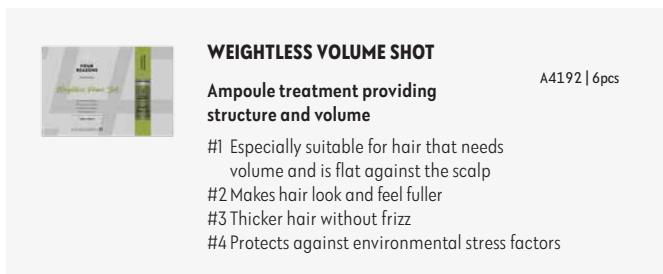
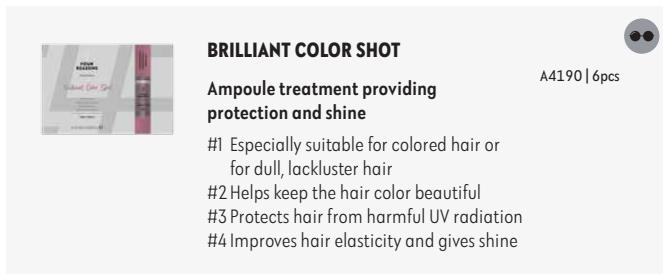
**Intense ampoule treatment serie
– see and feel the instant effect!**

The Four Reasons Professional Shots treatment meets the expectation of the customers, raises your service to a whole new level and offers an easy & fast treatment with a good profit! The Professional Shots Treatment Menu consists of four ampoule treatments, which you use to treat your client's hair at the shampoo station.

Concrete results with just one treatment in 3minutes!
Thanks to the plant-based active ingredients, the significant

effect of the Professional Shots ampoule treatment can be seen and felt immediately. Take advantage of the exposure time at the wash station; Complete the hair salon experience and let the client enjoy a heavenly scalp massage.

- #1 Concrete treatment results immediately
- #2 Diverse treatment options for different hair types
- #3 Customized hair salon experience
- #4 Opportunity for additional services with good profit



DID YOU KNOW?

Four Reasons Color Mask products are PPD-free.

FOUR REASONS

COLOR MASK



FOUR REASONS COLOR MASK

A perfect blend of treatment and tint!

Four Reasons Color Mask is a selection of toning products that allow you to emphasize hair tone either subtly or boldly. The nourishing and pigmentrich composition is vegan and extends the lifetime of a hair color while maintaining its intensity.

- #1 Extends the life of a hair color
- #2 Boosts the intensity of a hair color
- #3 Gives hair a vibrant blaze of color
- #4 Maintains the cool or warm tones of a hair color



TAKE ADVANTAGE OF ALL THE POSSIBILITIES FOUR REASONS COLOR MASKS HAVE TO OFFER!

#1 Post-pigmentation at the shampoo station

Color Mask is a foolproof technical tool for post-pigment hair! If, at the shampoo station, you notice that the tone needs more pigment or some sections were not evenly colored, for example, due to the inconsistent structure or porosity of the hair, you can even out the end result with the right Color Mask product easily and quickly.

#2 Hair color maintenance at home or in a salon

Color Mask is a beautiful hair color's best friend – also at home! Recommend a Color Mask product to maintain the glossy hair color for each of your toning and color treatment customers. The Color Mask products

maintain both light and dark tones excellently, prevent the color from fading in between dyeing sessions, and keep the hair glossy and lively. You can also treat your hair gently by using Color Mask; you may not need to dye the entire length of the hair during the salon session, but a simple root touch-up and a Color Mask treatment may do the trick.

#3 Confirming the tone

It can sometimes be challenging to maintain the glow of the hair color, for example, due to the porosity of the hair. You can add intensity and longevity to the intense tones that fade fast, such as, rich browns, sassy red and copper tones, or strong neutralizing tones, by layering pigment onto the hair at the shampoo station with a Color Mask treatment.

PRICE POINT



WHY COLOR MASK?

- Wide selection of shades
- Must have products to maintain the tone at home
- A great technical product for post-pigmentation, color correction and tone strengthening and finishing at the wash station

SUSTAINABILITY

- The packaging is 100% recyclable
- All products are vegan

#4 Perfecting the tone

You know the feeling, when you would just need a bit more of a peachy tone or a teeny-tiny hint of pink to make that P-E-R-F-E-C-T tone? Alone or mixed, the Color Mask products give you endless possibilities to fine-tune the color and tone the ends. You also save a considerable amount of time compared to toning the hair with oxidative dyes, as you don't need to wash off the Color Mask product – just rinse.

FOUR REASONS

COLOR MASK

LIGHT TONES



LIGHT COLOR MASK TONES

The Four Reasons Color Mask selection is full of gorgeous toning products for blond hair. Just like other Color Mask products, you can see the best results of the light tones in treated, bleached hair.

Maintain a cool blond with a pearl or silver tone, create a warm Hollywood glow, or tone your hair into a perfect strawberry blond. Make sure to always select an intensive treatment with your shampoo – bleached hair requires particularly gentle care.

SEE COLOR CHART
ON PAGE 45.

TONING TREATMENT SILVER



- #1 For colored very light blonde/grey hair A3626 | 200ml
A4112 | 500ml
#2 Gives a light silvery tone and removes yellow tones
#3 Makes hair healthy & shiny
#4 Refreshes & tones hair color

TONING SHAMPOO PLATINUM



- #1 For colored blonde/grey hair A3615 | 250ml
A4111 | 500ml
#2 Gives a light grey tone and removes yellow tones
#3 Cleanses colored hair gently
#4 Refreshes and tones hair color

TONING TREATMENT VANILLA



- #1 For colored blonde hair A3632 | 200ml
A4115 | 500ml
#2 Gives a cool, light beige tone and removes yellow tones
#3 Makes hair healthy and shiny
#4 Refreshes and tones hair color

TONING TREATMENT LATTE



- #1 For colored blonde/light brown hair A3623 | 200ml
#2 Gives a cool, light brown tone
#3 Makes hair healthy and shiny
#4 Refreshes and tones hair color

TONING SHAMPOO APRICOT



- #1 For colored light copper/blonde hair A3923 | 250ml
#2 Gives a light, golden copper tone
#3 Cleanses colored hair gently
#4 Refreshes and tones hair color

TONING TREATMENT APRICOT



- #1 For colored light copper/blonde hair A3616 | 200ml
#2 Gives a light, golden copper tone
#3 Makes hair healthy and shiny
#4 Refreshes and tones hair color

LIGHT TONES



TONING SHAMPOO PEARL

- #1 For colored blonde hair
- #2 Gives a pearly tone and removes yellow tones
- #3 Cleanses colored hair gently
- #4 Refreshes and tones hair color

A3611 | 250ml
A4110 | 500ml



TONING TREATMENT PEARL

- #1 For colored blonde hair
- #2 Gives a pearly tone and removes yellow tones
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3625 | 200ml
A4113 | 500ml



TONING SHAMPOO BLUSH

- #1 For colored blonde hair
- #2 Gives a light, blush pink tone and removes yellow tones
- #3 Cleanses colored hair gently
- #4 Refreshes and tones hair color

A4297 | 250ml



TONING TREATMENT BLUSH

- #1 For colored blonde hair
- #2 Gives a light, blush pink tone and removes yellow tones
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A4296 | 200ml



TONING TREATMENT LIGHT LAVENDER

- #1 For colored blonde hair
- #2 Gives a light lavender tone and removes yellow tones
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A4300 | 200ml



TONING TREATMENT COOL SAND

- #1 For colored blonde hair
- #2 Gives a cool sandy tone and removes yellow tones
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A4301 | 200ml



TONING TREATMENT CHAMPAGNE

- #1 For colored blonde hair
- #2 Gives a warm, light beige tone
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3924 | 200ml



TONING TREATMENT CARAMEL

- #1 For colored blonde/light brown hair
- #2 Gives a light, golden brown tone
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3618 | 200ml
A4116 | 500ml

FOUR REASONS

COLOR MASK

BROWN TONES

BROWN COLOR MASK TONES

With brown Four Reasons Color Mask tones, you can subtly highlight a hair color or create a new tone with a fabulous glow. Tone bleached hair bronze, treat your hair with coffee tone or maintain your favorite brown with a chocolatey tone. Which one of the delicious shades is your favorite?



TONING SHAMPOO BRONZE



- #1 For colored blond/light brown hair
- #2 Gives a cool metallic bronze tone
- #3 Cleanses colored hair gently
- #4 Refreshes and tones hair color

A3609 | 250ml

TONING TREATMENT BRONZE



- #1 For colored light brown/blonde hair
- #2 Gives a cool metallic bronze tone
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3617 | 200ml

TONING SHAMPOO CHOCOLATE



- #1 For colored brown hair
- #2 Gives a rich brown tone
- #3 Cleanses colored hair gently
- #4 Refreshes and tones hair color

A3610 | 250ml

TONING TREATMENT CHOCOLATE



- #1 For colored brown hair
- #2 Gives a warm brown tone
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3619 | 200ml

TONING TREATMENT TOFFEE



- #1 For colored brown hair
- #2 Gives a golden brown tone
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3631 | 200ml

TONING TREATMENT MAHOGANY



- #1 For colored brown hair
- #2 Gives a mahogany brown tone
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3624 | 200ml

TONING TREATMENT COFFEE



- #1 For colored dark brown/black hair
- #2 Gives a dark, cool brown tone and removes warm tones
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3620 | 200ml

TONING TREATMENT GRAPHITE



- #1 For colored cool dark brown/dark grey hair
- #2 Gives a dark, cool grey tone
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3622 | 200ml

RED TONES

TONING SHAMPOO ROSE GOLD

- #1 For colored blonde/light brown hair
- #2 Gives a rose gold tone
- #3 Cleanses colored hair gently
- #4 Refreshes and tones hair color

A4272 | 250ml



TONING TREATMENT ROSE GOLD

- #1 For colored blonde/light brown hair
- #2 Gives a rose gold tone
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3630 | 200ml



RED COLOR MASK TONES

From the Four Reasons Color Mask product line, you can find a bunch of red shampoos and intensive treatments to subtly highlight a hair color or create a new tone with a fabulous glow. Maintain the brightness of a blazing red hair, introduce a cotton candy pink as a new favorite, fall in love with rose gold, or turn heads with a wild violet. Whichever you choose, the best friend to dyed hair will not let the glow fade.



TONING TREATMENT RED COPPER

- #1 For colored intense copper/red hair
- #2 Gives an intensive red copper tone
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3629 | 200ml



TONING TREATMENT PLUM

- #1 For colored violet hair
- #2 Gives an intensive violet tone
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3627 | 200ml



TONING SHAMPOO RED

- #1 For colored red hair
- #2 Gives a rich red tone
- #3 Cleanses colored hair gently
- #4 Refreshes and tones hair color

A3612 | 250ml



TONING TREATMENT RED

- #1 For colored red hair
- #2 Gives an intensive red tone
- #3 Makes hair healthy and shiny
- #4 Refreshes and tones hair color

A3628 | 200ml

A4114 | 500ml



FOUR REASONS

COLOR MASK

INTENSE DIRECT DYE TONES

INTENSE COLOR MASK DIRECT DYE TONES

The pigment-rich Color Mask Intense Toning Treatment direct colors have been specially developed for spectacular, radical changes when you want something more. Direct dyes can also be used for hair toning and color maintenance like other Color Mask products; mix the product with other Color Masks, or mix a small amount of the product into the conditioner to achieve a lighter, more pastel shade.



INTENSE TONING TREATMENT BLUE

A4035 | 200ml



#1 For the brave and bubbly

#2 Get that super intense blue tone!

#3 Stay glossy

#4 Vibrant results for the DIY artist

INTENSE TONING TREATMENT VIOLET

A4034 | 200ml



#1 For the brave and bubbly

#2 Get that super intense violet tone!

#3 Stay glossy

#4 Vibrant results for the DIY artist

INTENSE TONING TREATMENT PINK

A4033 | 200ml



#1 For the brave and bubbly

#2 Get that super intense pink tone!

#3 Stay glossy

#4 Vibrant results for the DIY artist

INTENSE TONING TREATMENT FUCHSIA

A4032 | 200ml



#1 For the brave and bubbly

#2 Get that super intense fuchsia tone!

#3 Stay glossy

#4 Vibrant results for the DIY artist

INTENSE TONING TREATMENT RUBY RED

A4298 | 200ml



#1 For the brave and bubbly

#2 Get that super intense ruby red tone!

#3 Stay glossy

#4 Vibrant results for the DIY artist



INTENSE TONING TREATMENT ORANGE

A4299 | 200ml



#1 For the brave and bubbly

#2 Get that super intense pure orange tone!

#3 Stay glossy

#4 Vibrant results for the DIY artist

INTENSE TONING TREATMENT YELLOW

A4189 | 200ml



#1 For the brave and bubbly

#2 Get that super intense yellow tone!

#3 Stay glossy

#4 Vibrant results for the DIY artist

SHAMPOO, TREATMENT OR INTENSE?

Four Reasons Color Mask Shampoo

Select a shampoo when you need to strengthen the intensity and glow of a hair color. The super-pigmented shampoos tone the hair effectively: get quick results and intense tone. The hydrolyzed wheat protein and panthenol (vitamin B5) in the shampoo strengthen dyed hair.



Four Reasons Color Mask Treatment

Give hair a pampering intensive treatment when the hair color needs some refreshing or tired hair needs a special pick-me-up. The plant-based proteins and amino acids in the toning intensive treatments treat the hair effectively, which results in shiny and glossy hair. The best: most of our Color Masks are available as both shampoos and intensive treatments. Everything is more fun in twos!



Four Reasons Color Mask Intense Toning Treatment

Grab this intensive treatment tube that is rich in pigment when you want a really bright blue, violet, pink, fuchsia, red, orange, or yellow tone that is easy to apply and lasts almost too long. An abundance of high-quality pigment gives the hair an intense tone and a vibrant end result.



CHOOSING THE RIGHT COLOR MASK SHADE

Always choose a shade according to the lightest part of the hair:

FOUR REASONS COLOR MASK	COOL – WARM	SHAMPOO	TREATMENT	COOL – WARM								
				10	9	8	7	6	5	4	3	2
SILVER	●○○○○		●	●	●							
PLATINUM	●○○○○	●		●	●							
LIGHT LAVENDER	●○○○○		●	●	●							
BLUSH	○●○○○		●	●	●							
PEARL	○●○○○○	●	●	●	●	●						
APRICOT	○○○○●	●	●	●	●	●	●					
CHAMPAGNE	○○○●○		●	●	●							
VANILLA	○○●○○		●	●	●							
COOL SAND	○●○○○		●	●	●	●	●					
LATTE	○●○○○○		●		●	●	●	●				
CARAMEL	○○●○○○		●		●	●	●	●				
BRONZE	○○●○○○	●	●	●	●	●	●					
TOFFEE	○○●○○○		●			●	●	●	●			
CHOCOLATE	○○○●●○	●	●				●	●	●	●		
MAHOGANY	○○●○○○		●				●	●	●			
COFFEE	●○○○○○		●					●	●	●	●	●
GRAPHITE	●○○○○○		●				●	●	●	●	●	
COPPER	○○○○●●		●			●	●	●	●			
RED COPPER	○○○○●●		●			●	●	●	●			
ROSE GOLD	○○●○○○	●	●	●	●	●						
ROSE	○●○○○○	●	●	●	●	●	●	●				
RED	○○○●○○	●	●			●	●	●	●	●		
PLUM	●○○○○○		●				●	●	●	●	●	

FOUR REASONS COLOR MASK INTENSE	PASTEL – VIVID
BLUE	○○○○●●
VIOLET	○○○●○○
PINK	○○●○○○
FUCHSIA	○○○●○○
RUBY RED	○○○●○○
ORANGE	○○●○○○
YELLOW	○○○●○○



The cool-warm tone scale is also available in a tube!



FOUR REASONS ORIGINAL

**Delicious, attractive and unbeatable
in its price-quality ratio!**

Our best-known product line, Four Reasons Original, has captured the hearts of Finns – Will you also take this toy of ours as your own? The products of the Original series are not only functional, versatile and unbeatable in terms of price-quality ratio, their packaging and scents are attractively delicious. The vegan products are packed in environmentally friendly 100% recyclable bio-based sugarcane plastic.

The extensive Four Reasons Original series contains a comprehensive selection of easy-to-use products for hair

washing, care, styling and finishing for all hair types. With the help of these products, together we make your customers' bad hair days good and the good ones much better!

- #1 Easy to buy, easy to use
- #2 Worth every penny
- #3 Hair happiness for everyone
- #4 BIG personality



PRICE POINT
WHY ORIGINAL?
<ul style="list-style-type: none">• Great value for money - easy to sell to every customer• A wide selection – a solution for different hair needs• Playful, pastel packaging brightens up the look of your hair salon
SUSTAINABILITY
<ul style="list-style-type: none">• The cleanse and condition products are made in Finland using 100% renewable energy (not forgetting Curl Shampoo, which is made in Sweden)• Plastic packaging made of sugar-cane-based bioplastic• The cardboard packaging of Scalp products and Takeaway Color home colors is made of certified cardboard• The packaging is 100% recyclable• All products are vegan

FOUR REASONS

THE ORIGINAL

CLEANSE & CONDITION



COLOR SHAMPOO

Color-protecting shampoo



- #1 For colored hair
- #2 Gives shine and vitality
- #3 Protects hair color from fading
- #4 Fruity scent

A3870 | 60ml
A3838 | 300ml
A3880 | 500ml

COLOR CONDITIONER

Color-protecting conditioner



- #1 For colored hair
- #2 Makes hair soft and easy to comb
- #3 Protects hair color from fading
- #4 Gives shine and removes electricity

A3871 | 60ml
A3839 | 300ml
A3881 | 500ml

COLOR MIST

Color-protecting conditioning mist



- #1 For colored hair
- #2 Makes hair easy to comb and reduces static
- #3 Protects hair color from fading
- #4 Fruity scent

A3840 | 250ml

MOISTURE SHAMPOO



Moisturizing shampoo

A3872 | 60ml
A3843 | 300ml
A3882 | 500ml

- #1 For dry hair
- #2 Moisturizes and cleans gently
- #3 Makes hair silky soft and shiny
- #4 Fresh lemon scent

MOISTURE CONDITIONER



Moisturizing conditioner

A3873 | 60ml
A3844 | 300ml
A3883 | 500ml

- #1 For dry hair
- #2 Moisturizes and reduces static
- #3 Makes hair silky soft and easy to comb
- #4 Fresh lemon scent

MOISTURE MIST



Moisturizing mist

A3874 | 60ml
A3845 | 250ml

- #1 For dry hair
- #2 Moisturizes and makes the hair easily combed
- #3 Makes hair silky soft and shiny
- #4 Fresh lemon scent

MOISTURE

Who wouldn't want more moisture? Moisture products make your hair silky soft and moisturize effectively. Each bottle contains aloe vera, known for its moisturizing and caring properties.



Heat protection
for blow-drying

Heat protection
under iron

Humidity
protection

UV protection

Hold factor 1-6

CLEANSE & CONDITION

ULTRA MOISTURE SHAMPOO



Super Moisturizing shampoo

- #1 For super dry and damaged hair
- #2 Effectively moisturizes, conditions and strengthens
- #3 Increases shine, elasticity and vitality
- #4 Luxurious lather

A3846 | 300ml

A3884 | 500ml

ULTRA MOISTURE CONDITIONER



Super Moisturizing conditioner

- #1 For super dry and damaged hair
- #2 Effectively moisturizes, conditions and softens
- #3 Makes hair easy to comb
- #4 Removes frizz and gives shine

A3847 | 300ml

A3885 | 500ml

ULTRA MOISTURE

When nothing else works. Ultra Moisture is exactly what it says: super moisturizing products for super dry hair. Shampoo, conditioner and intensive care effectively strengthen and moisturize dry, damaged hair. The active ingredients are betaine and glycerol in the shampoo, shea butter in the conditioner, and vitamin B5 in the intensive treatment. Shampoo and conditioner contain pea protein which is known for its conditioning qualities.

REPAIR SHAMPOO



Repairing shampoo

- #1 For stressed and processed hair
- #2 Strengthens and moisturizes hair
- #3 Removes frizz and repairs damage
- #4 Green apple scent

A3851 | 300ml

REPAIR CONDITIONER



Repairing conditioner

- #1 For stressed and processed hair
- #2 Makes hair easy to comb
- #3 Strengthens the hair and gives it a wonderful shine
- #4 Green apple scent

A3852 | 300ml

ULTRA MOISTURE TREATMENT



Super Moisturizing Intensive treatment

- #1 For super dry and damaged hair
- #2 Effectively moisturizes, conditions and softens
- #3 Repairs hair structure restoring shine
- #4 Suitable for all hair types

A3848 | 200ml

A4263 | 500ml

REPAIR

The situation calls for strong measures. Repair products strengthen treated and stressed hair and provide effective protection against further damage. Each bottle contains a regenerating plant extract that gets its power from Centella, papaya and iris.

REPAIR MIST



Repairing mist

- #1 For stressed and processed hair
- #2 Makes hair easy to comb
- #3 Strengthens the hair and gives it a wonderful shine
- #4 Heat protection for blow-drying

A3853 | 250ml



FOUR REASONS

THE ORIGINAL

CLEANSE & CONDITION



Rather more than less. Volume products volumize even delicate hair, making it airy, shiny and soft. Pea peptides moisturize the hair without flattening. Especially suitable for use with hairdos and for anyone who needs more volume in their style!

VOLUME SHAMPOO



A3849 | 300ml

Volumizing shampoo

- #1 For fine hair
- #2 Makes hair voluminous and airy
- #3 Moisturizes and softens without flattening hair
- #4 Especially suitable for the base of the hairstyle

VOLUME CONDITIONER



A3850 | 300ml

Volumizing conditioner

- #1 For fine hair
- #2 Makes hair voluminous and airy
- #3 Moisturizes, removes frizz and makes hair easy to comb
- #4 Especially suitable for the base of the hairstyle

BLOND SHAMPOO



Shampoo maintains blond tones

A3833 | 300ml

- #1 For bleached, treated hair
- #2 Maintains the tone of bleached hair
- #3 Effectively moisturizes the hair
- #4 Fresh lemon scent

BLOND CONDITIONER



Conditioner maintains blonde tones

A3834 | 300ml

- #1 For bleached, treated hair
- #2 Maintains the tone of bleached hair
- #3 Conditions and makes hair easy to comb
- #4 Fresh lemon scent

SILVER SHAMPOO



Silver shampoo

A3875 | 60ml
A3835 | 300ml
A4261 | 500ml

- #1 For cool blonde hair
- #2 Effectively neutralizes yellow tones
- #3 Moisturizes hair
- #4 Makes hair silky soft

SILVER CONDITIONER



Silver conditioner

A3836 | 300ml
A4262 | 500ml

- #1 For cool blonde hair
- #2 Effectively neutralizes yellow tones
- #3 Strengthens and adds shine
- #4 Makes hair easy to comb

BLOND & SILVER

Blonds always have more fun – and sometimes it's a bit harder. With Blond and Silver hair products, you retain the glow of your light hair. Blond shampoo and conditioner maintain a blond tone, care for your treated hair and smell like fresh lemon. The Silver series includes a silver shampoo, conditioner and treatment spray that keep cool tones cool and blond tones blond. The products effectively remove yellow hues and get their power from Centella, papaya and iris.



A3837 | 250ml

SILVER MIST

Silver mist

- #1 For cool blonde hair
- #2 Effectively neutralizes yellow tones
- #3 Makes hair airy and easy to comb
- #4 Conditions, removes frizz and gives a beautiful shine

Heat protection for blow-drying

Heat protection under iron

Humidity protection

UV protection

Hold factor 1-6

FOUR REASONS

THE ORIGINAL

CLEANSE & CONDITION



CURL SHAMPOO



A4168 | 300ml
Sulfate-free moisturizing shampoo for wavy and curly hair

- #1 For curly and wavy hair
- #2 Gently cleanses, adds shine and moisturizes
- #3 Leaves hair feeling light
- #4 Honeydew melon scent

CURL TREATMENT



A4169 | 200ml
Moisturizing 3 in 1 conditioner for wavy and curly hair

- #1 For curly and wavy hair
- #2 Conditioner, treatment and leave-in conditioner in one
- #3 Softens and removes frizz
- #4 Makes hair more manageable

CURL MIST



A4170 | 250ml

Leave-in treatment spray for wavy and curly hair

- #1 For curly and wavy hair
- #2 Moisturising curl refresher
- #3 For long-lasting and frizz-free curls
- #4 Contains heat protection under styling irons

EVERYDAY SHAMPOO



Refreshing shampoo for daily use

A4279 | 300ml

- #1 For daily shampooing
- #2 Refreshes, cools and invigorates the scalp
- #3 Lathers generously and helps maintain the hair's natural moisture balance
- #4 Fresh menthol scent

SCALP CARE SHAMPOO



Nourishing shampoo

A3842 | 300ml
A4121 | 500ml

- #1 For dandruff or itchy scalp
- #2 Prevents scalp problems
- #3 Menthol gives a refreshing cool feeling
- #4 Fresh menthol scent

DEEP CLEANSE SHAMPOO



Deep-cleansing shampoo

A3841 | 300ml
A4087 | 500ml

- #1 For deep-cleansing hair
- #2 Removes styling product build-up
- #3 Protects hair from discoloration caused by minerals and metals in water
- #4 Recommended before treatments

EVERYDAY,
SCALP CARE &
DEEP CLEANSE



HAIR VITAMIN CHEW

K2 | 60 tablets

Chewable hair vitamin

- #1 Hair food supplement
- #2 Contains trace elements and vitamins such as zinc and biotin
- #3 Maintains hair well-being
- #4 Crisp raspberry flavour



ALL ABOUT THAT BASE

A functional base is the key to a great hairstyle and a more stress-free life.
After a refreshing wash, introduce your customer to your favorite products
from the following, turn on the hairdryer and do what you do best!



SMOOTH & SHINE SERUM

Conditioning & finishing serum

A3854 | 75ml



- #1 For hair that needs shine and moisture
- #2 Brightens hair, making it silky soft
- #3 Makes hair stronger and more flexible
- #4 Contains deeply moisturizing argan oil

1

STYLING MIST

Blow-dry spray

A3866 | 250ml



- #1 A must-have for blow-drying
- #2 Provides snappy but flexible support
- #3 Makes hair frizz-free, easy to style and shiny
- #4 Contains heat protection

4

SEA SALT SPRAY

Sea salt spray

A4166 | 250ml



- #1 For those looking for rich texture
- #2 Highlights curls
- #3 Adds volume to fine hair
- #4 Summery coconut scent

3

BLOW-DRY FLUID

Volumizing styling fluid

A4165 | 150ml



- #1 Volumizing for all hair types
- #2 Adds shine and gives soft support to hairstyles
- #3 Makes hair look and feel thicker
- #4 Strengthens and protects fine hair

3

VOLUME MOUSSE

Volumizing styling mousse

A3879 | 100ml

A3864 | 200ml



- #1 For hair that needs volume and body
- #2 Makes hair airy and shiny
- #3 Provides flexible support
- #4 Fresh fruity scent

3

ROOT BOOSTER

Volumizing root lifter

A3865 | 250ml



- #1 For hair that needs volume and lift
- #2 Gives body to the roots
- #3 Contains panthenol and chamomile
- #4 Fresh green tea scent

5

HEAT STYLER

Heat protection spray

2

A3860 | 250ml



- #1 Heat protection under styling irons
- #2 Protects hair from humidity
- #3 Makes hair manageable and speeds up styling
- #4 Spicy vanilla scent

2

HEAT SHIELD

Heat protection spray, dry formulation

A4163 | 200ml



- #1 Protects hair from heat of styling irons
- #2 Leaves hair soft and shiny
- #3 Contains moisture and UV protection
- #4 Fresh cotton scent

2

Heat protection
for blow-drying

Heat protection
under iron

Humidity
protection

UV protection

Hold factor 1-6

STYLING PRODUCTS

**FOUR
REASONS**
THE ORIGINAL

STYLING MADE EASY

Now it's time to play – this is the point where we promise to make both you and your customer's hair day a little better. Do whatever you want: Hollywood waves, second-day chignons, the tightest of tight ponytails, a stylishly sleek wet look, a smart straightening, or braids here and there. With these styling products, you can manage any style.



FIBER WAX

Fiber-rich wax

- #1 Provides structure and flexible hold
- #2 Fiber wax is soft and easy to handle
- #3 Can be applied to dry or damp hair
- #4 Fresh scent

A3867 | 100ml

MATTE PASTE

Hair wax

- #1 Provides structure and strong hold
- #2 Leaves hair bouncy and easy to restyle
- #3 Applied to dry hair
- #4 Fruity scent

A3868 | 100ml

MOLDING PASTE

Creamy hair wax

- #1 For natural, carefree styling
- #2 A handy pump bottle – easy to apply
- #3 Provides structure and subtle shine
- #4 Light and fresh lemony scent

A4162 | 100ml

SHINE SPRAY

Dry shine spray

A4164 | 200ml



- #1 Gives shine and softness without flattening hair
- #2 Natural beautiful shine
- #3 Spray on dry hair
- #4 Honeydew melon scent

POWER GEL

Strong hair gel

A3869 | 100ml



- #1 Gives strong hold
- #2 Strengthens and conditions hair
- #3 Shiny and long-lasting finish
- #4 Fresh scent

DRY SHAMPOO

Dry shampoo

A3856 | 250ml



- #1 Refreshes hair between washes
- #2 Controls oiliness and provides light support
- #3 Leaves hair feeling fresh and clean
- #4 Suitable for all hair colors

HAIR POWDER

Volumizing hair powder

A3878 | 100ml



- #1 Volumizes hair
- #2 Controls oiliness of the scalp
- #3 Freshens up hair and makes it look clean between washes
- #4 Provides airy volume

A3863 | 250ml

A3888 | 300ml

VOLUME POWDER

Styling powder

A3855 | 10g



- #1 Gives rough texture and volume
- #2 Makes hair easier to control
- #3 Easy root lift for dry hair
- #4 More volume



VOLUME TEXTURE SPRAY

Fine Volume Spray

A4167 | 250ml



- #1 Gives hair full-bodied volume
- #2 Makes hair look thicker
- #3 Leaves hair naturally soft and airy
- #4 Removes excess oiliness from the roots

FOUR REASONS

THE ORIGINAL

HAIRSPRAYS



HOLD THE LINE

How about a hairspray for each hair type and every hairstyle? Five different hairsprays may seem like an exaggeration to some, but as you know as a professional, more is better when it comes to hair. Dry and fine-textured Styling hairsprays provide hold while maintaining the natural movement of the hair, while Freeze & Shine is perfect for days when you don't want even one lock to move. Strong Hairspray as well as Super Strong Hairspray are traditional hairsprays in between those mentioned: they fix all hairstyles and protect from moisture.



STYLING HAIRSPRAY

Quick-drying, weightless hairspray
 #1 For styling and working on hairstyles with natural finish
 #2 Gives airy and natural support
 #3 Leaves hair with natural movements
 #4 Fruity scent

3

A3857 | 300ml



STRONG STYLING HAIRSPRAY

Quick-drying, strong hairspray
 #1 For a strong finish
 #2 Gives airy, long-lasting hold
 #3 Leaves hair moving
 #4 Fruity scent

4

A3858 | 300ml



STRONG HAIRSPRAY

Strong hairspray
 #1 Use for styling or fixing
 #2 Gives strong, flexible hold and beautiful shine
 #3 Protects from humidity
 #4 Tutti frutti scent

4

A3876 | 100ml
 A3861 | 300ml
 A3886 | 500ml



SUPER STRONG HAIRSPRAY

Super-strong hairspray
 #1 For finishing hairstyles with long-lasting support
 #2 Protects against humidity
 #3 Exotic flowery scent

5

A3877 | 100ml
 A3862 | 300ml
 A3887 | 500ml



FREEZE & SHINE HAIRSPRAY

Super strong hairspray
 #1 Long-lasting hold and shine
 #2 Contains strong support
 #3 Holds all day, evening and night
 #4 Fresh scent

6

A3859 | 250ml



EXTRA STRONG HAIRSPRAY

Extra strong hairspray
 #1 The strongest-of-them-all hairspray for fixing even the boldest hairstyles
 #2 Provides long-lasting support and hold
 #3 Gives beautiful shine
 #4 Does not flatten hair

6

A4161 | 150ml

Heat protection
for blow-drying

Heat protection
under iron

Humidity
protection

UV protection

Hold factor 1-6

4
FOUR
SEASONS
THE ORIGINAL

IS COME AND GO, BUT
ARE FOREVER *CONFIDENT*

BTW, I'M VEGAN & I

CURL
MIST

#1 A curl's best friend

#2 Soft and bouncy feel

#3 Wave goodbye to frizz!

#4 Fresh cucumber scent

*HAIR, DON'T CARE.
ROUTINE COUNTS
AS A WORKOUT.*

SHAKE WELL BEFORE USE. 100% PLANT BASED. 100% VEGAN. 100% SUGAR CANE DERIVED. 100% RECYCLABLE. 100% ECO FRIENDLY.

250ml | 8.45 fl.oz.



FOUR REASONS

THE ORIGINAL SCALP



FOUR REASONS ORIGINAL SCALP

For a healthy scalp!

Four Reasons Original Scalp is a range of products designed to pamper the scalp and treat its various problems, based on carefully selected ingredients. Organic rice and lactic acid treat the scalp, pea protein moisturises and aloe vera soothes. Tea tree oil shampoo and conditioner relieve scalp flaking and itching. Each Four Reasons Original Scalp product is 100% vegan, produced in Finland with renewable energy and packaged in recycled material.

WHY ORIGINAL SCALP?

- For pampering the scalp and treating hair problems
- Scalp treatment and massage as an additional service in the salon
- Specific products for various scalp problems
- Produced in Finland with 100% renewable energy

- #1 Five effective scalp care products
- #2 Vegan formulations & recycled plastic bottles
- #3 Made in Finland with renewable energy
- #4 Carefully selected, nourishing ingredients

FOUR REASONS

THE ORIGINAL

FOR THE WELL-BEING OF THE SCALP

SCALP SCRUB SHAMPOO

A4105 | 250ml

Exfoliating and moisturizing shampoo

- #1 If you use a lot of styling products or have a flaky scalp
- #2 Organic rice granules and lactic acid exfoliate the scalp
- #3 Moisturizes and gently washes
- #4 Refreshing bergamot scent



SCALP CALMING SHAMPOO

A4106 | 250ml

Soothing shampoo

- #1 For dry, sensitive, itchy scalp and dry dandruff
- #2 Soothes, balances and reduces itching
- #3 Strengthens, adds shine and softness
- #4 Fresh cotton flower scent



SCALP REFRESHING SHAMPOO

A4107 | 250ml

Refreshing tea tree oil shampoo

- #1 For oily scalp, oily dandruff or scalp impurities
- #2 Relieves scalp flaking and itching
- #3 Menthol refreshes and cools
- #4 Fresh scent of herbs and lemon



SCALP REFRESHING CONDITIONER

A4108 | 250ml

Refreshing tea tree oil conditioner

- #1 Moisturizes, relieves scalp flaking and itching
- #2 Effectively conditions and strengthens, leaving hair shiny, soft and supple
- #3 Menthol refreshes and cools
- #4 Fresh scent of herbs and lemon



SCALP REVITALIZING TONIC

A4109 | 150ml

Refreshing hair tonic

- #1 For itchy, irritated or flaky scalp
- #2 Maintains scalp well-being by moisturising and soothing
- #3 Menthol stimulates scalp
- #4 Fresh tea tree scent



SUSTAINABILITY

- Produced in Finland with 100% renewable energy
- Bottle made from recycled plastic
- Box made from recyclable & PEFC-certified carton
- Leaflet made from recyclable & FSC-certified carton
- Empty packaging 100% recyclable

ORIGINAL SCALP PRODUCT SELECTION CHART	SCALP SCRUB SHAMPOO	SCALP CALMING SHAMPOO	SCALP REFRESHING SHAMPOO	SCALP REFRESHING CONDITIONER	SCALP REVITALIZING TONIC *
Sensitive scalp		x			x
Itchy scalp	x	x			x
Dry dandruff	x	x			x
Oily dandruff	x		x	x	x
Oily scalp			x	x	x
Scalp impurities			x	x	x
Colored hair	x	x	x	x	x
Normal hair	x	x	x	x	x
Refreshing, cool feeling			x	x	x
Dry shampoo residues	x				



* Do not use the product if you have open sores on your scalp.





**FOUR
REASONS**
THE ORIGINAL

TAKEAWAY COLOR

FOUR REASONS ORIGINAL TAKEAWAY COLOR

Easy to recommend: demi-permanent hair color for home use!

The Four Reasons Original range of home color is a perfect solution for ensuring continuous hair care between appointments. Recommend Four Reasons Original Takeaway Color to your clients to make sure their hair is looked after before the next visit. This not only ensures that the hair remains vibrant, but also makes the coloring process easier on the next visit, as you know what the client has colored their hair with. The colors are ammonia-free, perfume-free, and vegan.

WHY ORIGINAL TAKEAWAY COLOR?

- Wide range of shades and a beautifully glossy finish
- The thrifty customer who used to buy hair color at the market will now buy it in your salon for home use.
- A safe color kit for home use when your appointment calendar is full

- #1 A beautiful finish with a gentle touch
- #2 A natural, beautifully softening shade over time
- #3 A range of shades also for covering grey
- #4 Ammonia-free & perfume-free

SHADES

THE HAIR COLOR LEVEL

A3932	1.0 BLACK VELVET / BLACK	●	●	●	●					
A3935	4.1 ESPRESSO / COOL, DARK BROWN			●	●	●	●	●		
A3936	4.7 CHOCOLATE CHIP / DARK CHOCOLATE BROWN			●	●	●	●	●	●	
A3938	5.1 CAFFÈ MACCHIATO / COOL BROWN			●	●	●	●	●	●	
A3939	5.35 BROWNIE / WARM, DEEP BROWN			●	●	●	●	●	●	
A3940	5.52 CHERRY TREE / MAHOGANY BROWN			●	●	●	●			
A3942	6.35 CHOCOHOLIC / WARM BROWN			●	●	●	●	●	●	
A3943	6.4 CARROT CAKE / COPPER BROWN			●	●	●	●			
A3945	7.35 CAPPUCCINO / WARM LIGHT BROWN			●	●	●	●	●	●	
A3946	7.43 MARMELADE / COPPER			●	●	●	●	●	●	
A3947	7.66 RED HOT CHILI / RED			●	●	●	●	●	●	
A3948	7.74 TOASTED HONEY / LIGHT COPPER BROWN			●	●	●	●			
A3949	8.23 FROZEN SAND / COOL SAND			●	●	●	●	●	●	
A3950	8.3 GOLDILOCKS / WARM GOLDEN BLOND			●	●	●	●	●	●	
A3952	9.02 SATIN PEARL / BRIGHT PEARL BLONDE					●	●	●	●	
A3951	9.12 PEARLY PASTEL / LIGHT PEARL ASH					●	●	●	●	
A3953	9.13 VANILLA SKY / BRIGHT LIGHT BEIGE					●	●	●	●	
A3954	10.01 ICE ICE BLONDY / BRIGHT ASH BLONDE						●	●	●	

FOR GREY COVERAGE:

A3933	3.0 COFFEE BEAN / DEEP DARK BROWN	●	●	●	●					
A3934	4.0 CAFFÈ AMERICANO / DARK BROWN		●	●	●	●	●			
A3937	5.0 COCOA BEAN / BROWN			●	●	●	●	●		
A3941	6.0 TEDDY BEAR / MEDIUM BROWN				●	●	●	●	●	
A3944	7.0 PORTOBELLO / DARK BLONDE					●	●	●	●	

1 = Black,, 10 = Lightest blonde



FOUR REASONS NATURE

Effective and certified natural cosmetics that won't weigh you down!

If you feel the overwhelming weight of chemical burden and seek natural care and hold from your hair products, you've found what you need, as Nature is the closest to nature among our product ranges. The best minds of the North developed a tested, professional-quality, and certified natural cosmetics series that works even for delicate hair without weighing it down.

From the range, you'll find the right natural cosmetic products for every hair type and problem: you'll get natural help for hair dryness, lack of volume, and protection for dyed hair.

The range is certified Cosmos Natural by Ecocert, which is a guarantee of the quality and naturalness of the products. The Four Reasons Nature range is manufactured in Finland according to the principles of sustainable development. That's why it's a great choice for both you and the environment.

- #1 Responsible beauty for your hair type
- #2 Plant-based active ingredients
- #3 Natural formulas
- #4 Environmentally friendly packaging

The logo features a stylized 'H' composed of four horizontal and vertical lines. Below it, the brand name 'FOUR REASONS' is written in large, bold, brown capital letters, with 'Nature' in a smaller, lowercase font underneath.

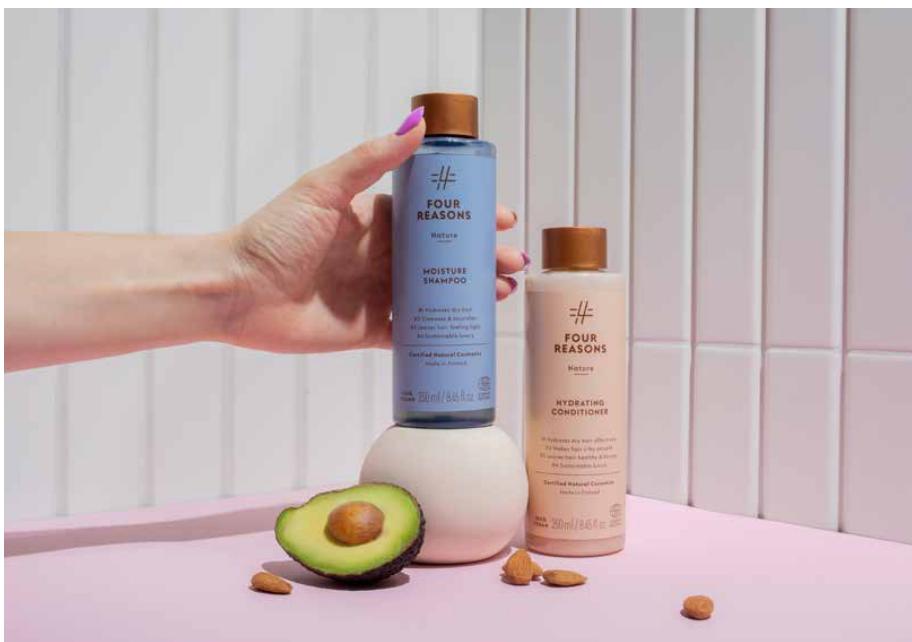
Awards:

- PINNI Vuoden paras 2020
- Koulueus & Terveys 10 Parasta hiustuotetta 2022
- Nordic NATURAL BEAUTY AWARDS WINNER 2022
- Koulueus & Terveys 10 Parasta hiustuotetta 2023

- OFTEN REWARDED BY BEAUTY EDITORS -



PRICE POINT
WHY NATURE?
<ul style="list-style-type: none"> • Salon-quality natural cosmetics • For conscious customers who value naturalness • A versatile range of care and styling products • Award-winning pioneer of natural hair cosmetics
SUSTAINABILITY
<ul style="list-style-type: none"> • The range is certified COSMOS Natural by Ecocert, which guarantees the naturalness of raw materials and the ecological nature of production and packaging • Natural ingredients • Wash and care products made in Finland with 100% renewable energy • All packaging made from recycled plastic • Packaging 100% recyclable • All products are vegan



FOUR REASONS

NATURE

SALON QUALITY NATURAL COSMETICS

NATURE COLOR SHAMPOO



Shampoo to maintain hair color

- #1 For colored hair
- #2 Protects hair color and cleanses gently
- #3 Leaves hair soft and shiny
- #4 Certified natural cosmetics

A3514 | 250ml

NATURE MOISTURE SHAMPOO



Moisturizing shampoo

- #1 For dry and normal hair
- #2 Gently moisturizes and cleanses
- #3 Strengthens hair structure and protects against damage
- #4 Certified natural cosmetics

A3511 | 250ml

NEW!

Hydrating Conditioner for all hair types replaces the other conditioners in the range. Suitable for use with all Nature shampoos.



NATURE COLOR MIST



Conditioner for colored hair

- #1 For colored hair
- #2 Protects hair color and adds shine
- #3 Leaves hair feeling thick and light
- #4 Certified natural cosmetics

A3516 | 150ml

NATURE MOISTURE OIL



Moisturizing and smoothing hair oil

A3513 | 30ml

- #1 For dry hair
- #2 Moisturizes and softens
- #3 Smoothes frizzy hair
- #4 Certified natural cosmetics

NATURE VOLUME TEXTURE MIST



Volumizing styling spray

- #1 For hair in need of volume
- #2 Gives hair volume and support
- #3 Reduces frizz
- #4 Certified natural cosmetics

A3519 | 150ml



Heat protection
for blow-drying



Heat protection
under iron



Humidity
protection



UV protection



Hold factor 1-6



SALON QUALITY NATURAL COSMETICS

**FOUR
REASONS**
NATURE



At least

99%

of Four Reasons Nature products' contents come from nature

CERTIFIED NATURAL COSMETICS MADE IN FINLAND.

All the Four Reasons Nature products have been granted Ecocert Cosmos Natural Certificate, which guarantees that the products and their manufacturing methods are ecological.



PINNI MAGAZINE'S
INNOVATION OF THE YEAR
2020



NATURE STYLING MOUSSE



A3927 | 150ml

Volumizing styling mousse

- #1 Non-aerosol styling mousse
- #2 Gives hair a rough texture and airiness
- #3 Protects against humidity and heat up to 230°C
- #4 Certified natural cosmetics

NATURE STRONG HAIRSPRAY



A3926 | 150ml

Strong hairspray

- #1 Strong non-aerosol hairspray
- #2 Provides flexible hold and volume
- #3 Protects against humidity and heat up to 230°C
- #4 Certified natural cosmetics

NATURE HEAT PROTECTION SPRAY

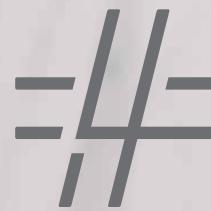


A3928 | 150ml

Non-aerosol heat protection spray

- #1 Protects against heat up to 230°C
- #2 Protects against humidity
- #3 Gives hair manageability and flexible support
- #4 Certified natural cosmetics





FOUR REASONS

NO NOTHING

FOUR REASONS NO NOTHING

A product line that has nothing but still everything you need.

Fragrance-free Four Reasons No Nothing contains no common sensitizing or irritating ingredients. All products in the range have been awarded the Allergy Label of the Finnish Allergy, Skin and Asthma Federation. Four Reasons No Nothing styling and finishing products give your hair the opportunity to show its own attitude and personality with eye-catching hairstyles even if you have sensitive skin or fragrance sensitivity, or if you want to reduce the load of fragrances and chemicals on your body.

- #1 No fragrance
- #2 No empty promises
- #3 No compromises
- #4 Nothing unnecessary



IN CO-OPERATION WITH
ALLERGY, SKIN AND
ASTHMA FEDERATION

Allergy label: guaranteed quality and reliability

All Four Reasons No Nothing products have been granted the Allergy Label by the Finnish Allergy, Skin and Asthma Federation. This trusted label is granted to objectively researched products as proof of their generally non-allergenic content not causing asthma, skin irritation or sensitization, or fragrance sensitivity.

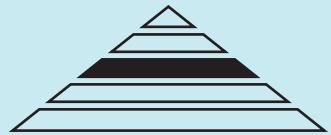


Allergy Label products do not contain the following ingredients:

Fragrances – Scents – Oils – Generally sensitizing or irritating ingredients or concentrations thereof – Asteraceae compounds – Phenylenediamines – Formaldehyde and its releasers



PRICE POINT



WHY NO NOTHING?

- Demand for fragrance-free products is growing: many people choose to use eg. because of work, allergy or fragrance sensitivity
- Reduces exposure to chemicals in the salon
- Get rid of fragrances without compromising salon quality
- Approved by Finnish Allergy, Skin and Asthma Federation

SUSTAINABILITY

- Wash and care products made in Finland with 100% renewable energy
- Packaging for wash and care products and Styling Mist and waxes made from sugar-cane-based bioplastics
- Plastic parts for styling and finishing products made from 100% recyclable plastic
- Packaging 100% recyclable
- All products are vegan

FOUR REASONS

NO NOTHING

CLEANSE & CONDITION



COLOR

Fragrance-free Color cleanse and care products protect the hair color, provide effective moisturizing, and give the hair a beautiful shine.

SENSITIVE COLOR SHAMPOO



Fragrance-free color-protecting shampoo

A3647 | 300ml

- #1 For color-treated hair
- #2 Protects hair color
- #3 Moisturizes hair
- #4 For sensitive scalp

SENSITIVE COLOR CONDITIONER



Fragrance-free color-protecting conditioner

A3648 | 300ml

- #1 For colored hair
- #2 Protects hair color and adds shine
- #3 Moisturizes and detangles hair
- #4 For sensitive scalp

SENSITIVE MOISTURE SHAMPOO



Fragrance-free moisturizing shampoo

A3957 | 60ml
A3649 | 300ml
A3664 | 1000ml

- #1 For dry hair
- #2 Moisturizes and adds shine
- #3 Eliminates frizz
- #4 For sensitive scalp

SENSITIVE MOISTURE CONDITIONER



Fragrance-free moisturizing conditioner

A3958 | 60ml
A3650 | 300ml
A3665 | 1000ml

- #1 For dry hair
- #2 Moisturizes and adds shine
- #3 Eliminates frizz
- #4 For sensitive scalp

SENSITIVE MOISTURE TREATMENT



Fragrance-free moisturizing intensive treatment

A3652 | 150ml

- #1 For dry hair
- #2 Moisturizes and makes hair easy to comb
- #3 Eliminates frizz
- #4 For sensitive scalp

SENSITIVE MOISTURE MIST



Fragrance-free moisturizing conditioning spray

A3651 | 250ml

- #1 For dry hair
- #2 Moisturizes and adds shine
- #3 Eliminates frizz, detangles and revitalizes dry ends
- #4 For sensitive scalps

MOISTURE

Fragrance-free Four Reasons No Nothing Moisture cleanse and condition products get their power from avocado oil, which efficiently moisturizes and nourishes dry hair, giving it stunning shine.



Heat protection
for blow-drying



Heat protection
under iron



Humidity
protection

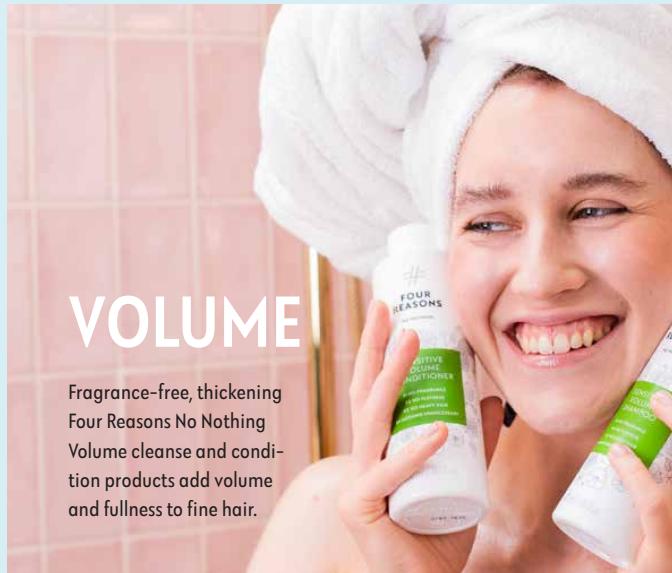


UV protection



Hold factor 1-6

CLEANSE & CONDITION



VOLUME

Fragrance-free, thickening Four Reasons No Nothing Volume cleanse and condition products add volume and fullness to fine hair.

SENSITIVE VOLUME SHAMPOO

A3653 | 300ml



Fragrance-free volumizing shampoo
#1 For hair in need of volume
#2 Gives volume and body
#3 Cares for the hair's moisture balance
#4 For sensitive scalp

SENSITIVE VOLUME CONDITIONER

A3654 | 300ml



Fragrance-free volumizing conditioner
#1 For hair in need of volume
#2 Gives volume and body
#3 Detangles leaving hair airy
#4 For sensitive scalp

SENSITIVE REPAIR SHAMPOO

A3655 | 300ml



Fragrance-free damage-repairing shampoo
#1 For damaged and brittle hair
#2 Repairs and strengthens hair
#3 Moisturizes effectively
#4 For sensitive scalp

SENSITIVE REPAIR CONDITIONER

A3656 | 300ml



Fragrance-free damage-repairing conditioner
#1 For damaged and brittle hair
#2 Repairs and strengthens hair
#3 Detangles and reduces frizz
#4 For sensitive scalp

REPAIR

Fragrance-free Four Reasons No Nothing Repair cleanse and condition products nourish treated and damaged hair.



NO YELLOW

Fragrance-free Sensitive No Yellow Shampoo neutralizes the yellow tones of blonde hair and effectively protects them from damage. The shampoo is suitable for anyone who wants to keep the blond color bright and reduce the load of fragrances and chemicals on the body.

SENSITIVE NO YELLOW SHAMPOO

A4252 | 300ml



Fragrance-free silver shampoo
#1 For bleached and highlighted hair
#2 Neutralizes yellowish and warm tones
#3 Effectively protects hair from damage
#4 For sensitive scalp

FOUR REASONS

NO NOTHING

STYLE & FINISH

STYLING & FINISHING

Four Reasons No Nothing styling and finishing products give your hair the opportunity to show its own attitude and personality with eye-catching hairstyles even if you have sensitive skin or fragrance sensitivity, or if you want to reduce the load of fragrances and chemicals on your body.



SENSITIVE HEAT PROTECTION SPRAY

Fragrance-free heat protection spray

- #1 For heat-treated hair
- #2 Protects against damage caused by heated tools and smoothes the hair surface
- #3 Dries quickly and does not wet the hair
- #4 For sensitive scalp

1

A3960 | 100ml
A3658 | 200ml



SENSITIVE DRY SHAMPOO

Fragrance-free dry shampoo

- #1 For hair in need of refreshment
- #2 Absorbs excess oil
- #3 Suitable for all hair colors
- #4 For sensitive scalp

1

A3959 | 100ml
A3657 | 250ml



SENSITIVE STRONG HAIRSPRAY

Fragrance-free strong finishing spray

- #1 For finishing your hairstyle
- #2 Leaves hair with natural movement and beautiful shine
- #3 Eliminates frizz and smoothes
- #4 For sensitive scalp

4

A3961 | 100ml
A3660 | 300ml
A4089 | 500ml



SENSITIVE HAIR OIL

Fragrance-free hair oil

- #1 Hair oil for all hair types
- #2 Moisturizes and leaves hair silky soft
- #3 Gives beautiful shine
- #4 For sensitive scalp

1

A4039 | 50ml



SENSITIVE STYLING MIST

Fragrance-free styling spray

- #1 Versatile styling spray
- #2 Heat-activated formula
- #3 Provides strong and long-lasting support
- #4 For sensitive scalp



3

A3659 | 250ml



SENSITIVE STRONG MOUSSE

Fragrance-free styling mousse

- #1 For hair that needs volume and support
- #2 Leaves hair with a flexible, but strong hold
- #3 Smoothes and adds shine
- #4 For sensitive scalp



3

A3962 | 100ml
A3662 | 200ml



SENSITIVE WAX

Fragrance-free styling wax

- #1 For hair that needs strong hold
- #2 Provides flexible and rough texture
- #3 Strengthens and nourishes hair
- #4 For sensitive scalp

4

A3663 | 100ml



SENSITIVE DRY SHAMPOO FOAM

Fragrance-free dry shampoo mousse

- #1 For hair in need of refreshment
- #2 Absorbs excess oil
- #3 Suitable for all hair colors and sensitive scalp
- #4 Dust-free formula

1

A3929 | 200ml



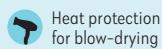
SENSITIVE SUPER STRONG HAIRSPRAY

Fragrance-free super strong finishing spray

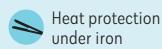
- #1 For finishing your hairstyle
- #2 Leaves hair with a strong hold and a beautiful shine
- #3 Eliminates frizz and smoothes
- #4 For sensitive scalp

5

A3661 | 300ml
A4090 | 500ml



Heat protection
under iron



Humidity
protection



UV protection



Hold factor 1-6



FOUR REASONS

NO NOTHING



FEELING IRRITATED?
CHOOSE A HAIR PRODUCT LINE
THAT LITERALLY IRRITATES
NO ONE.

Say yes to no



Reduce your own and your customers' exposure to chemicals by choosing fragrance-free products

The Four Reasons No Nothing range includes everything for your hair care and styling needs **without fragrances**. The recyclable sugarcane plastic packaging also reduces the environmental impact. Make a choice for your hair and the environment – say no to anything unnecessary.



ACCESSORIES

FOUR REASONS TINT BRUSH

B1172

Small 35mm

Narrow brush for applying hair dye.
Black, plastic.



FOUR REASONS TINT BRUSH

B1171

Large 50mm

Wide brush for applying hair dye.
Black, plastic.



FOUR REASONS MIXING BOWL

B1170

Black

Paint mixing bowl. Plastic.



FOUR REASONS DIGITAL COLOR SCALE

B1182

Stainless steel & plastic

Max weight 2kg, 0.5g interval counting function.
Automatic reset and power off after 60sec.

1.9 x 10.6 x 12.8cm, weight 200g.

Units of measurement: g, oz, ozt, dwt, gn, ct.

Warranty 12 months.



FOUR REASONS CAPE

B1121

Cutting and dyeing cape

Protective cape for the customer.
100% nylon. Size 135 x 150cm.
Adjustable hook closure.



FOUR REASONS APRON

B1120

Protective apron for dyeing.
100% polyurethane, water resistant
material. Size 66 x 93cm.
Adjustable straps. 2 pockets.



FOUR REASONS MICROFIBER TOWEL

B1287

Black

High quality microfibre towels dry 5-6 times faster
and absorb 2-3 times more water than normal cotton
towels. Microfiber towels are not discolored by bleach.



FOUR REASONS TOWEL TURBAN

B1150

Black

Speeds up the drying time of hair.
Contoured fit and snug fastening mechanism.
Quick drying 100% polyester.



FOUR REASONS NECK STRIP ROLL

B1312 | 100pcs

100pcs

A soft neck strip that feels comfortable against
the skin. Also suitable for sensitive skin.
Material: 80% viscose, 20% polyester fibre cloth.
Size: 9,5 x 60cm.

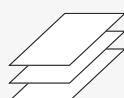


FOUR REASONS NECK PAPER

B1348 | 250pcs

250pcs

Soft headgear for professional use.
Soft and comfortable against the skin,
also suitable for sensitive skin. Material:
80% viscose, 20% polyester fibre cloth.
Size: 9,5 x 60cm.



FOUR REASONS DYEING CLOTH ROLL

B1314 | 100pcs

100pcs

A plastic-coated cloth that protects the cape and
the client's clothes. The top of the protective cloth
is made of absorbent paper, while the bottom is
coated in plastic. Ideal size for hair salon use –
reaches well past the shoulders. Material: 50g/m²
airlaid + PE dyed. Size: 40 x 60cm.



FOUR REASONS DISPOSABLE TOWEL ROLL 50pcs

B1313 | 50pcs

An absorbent and very soft disposable towel for
professional use. Made of durable material that
does not tear when wet. The roll design takes up
as little space as possible. Material: 60g/m² airlaid
cellulose fibre. Size: 40 x 60cm.





A close-up photograph of a woman with dark, wavy hair, smiling and looking towards the left. She is wearing a black salon cape with the words "FOUR SEASONS" visible on the shoulder. A hairdresser's arm and hand are visible on the left, holding a black hairdryer. The background is dark and out of focus.

INSTRUCTIONS FOR USE OF TECHNICAL PRODUCTS



FOUR REASONS

OPTIMA

INSTRUCTIONS FOR USE

SHADE FAMILIES WITH CHARACTER



COVER shades

Cover shades combine powerful coverage and a brown tone. The shades have been divided into three groups:

1. cool **NNA** shades
2. neutral **NNB** shades
3. warm **NNW** shades



INTENSE shades

Intense shades are intensive and pure. They can be used alone to create a strong tone or mixed with other shades when you want to intensify the shade's character.



REFLECTION shades

Reflection shades are pre-mixed, natural and soft tone combinations that create various different brown and copper tones.



MIXER shades

Mixer shades give an intensive shade without any coverage. When strong shades are wanted, you can use Mixers alone with 1,5% or 3% Cream Oxid developer. When creating pastel shades, add a Mixer shade to the chosen color, the maximum amount is 20% of the entire color mixture, depending on the base and the desired intensity of the result.



HIGHLIGHT shades

Highlight shades achieve a powerful lightening effect and an effective neutralizing of yellow tones at the same time.

Shade system

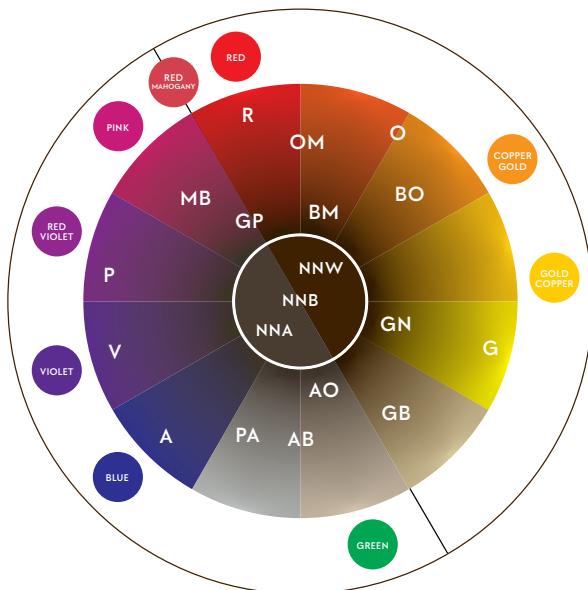
The shades are marked with letters to make it easier to understand Optima's shade logic.

1. The number in front of the letter gives you the shade's level of depth
2. The first letter gives the primary tone
3. The second letter gives the secondary tone

CHOOSING THE SHADES

1. Determine the hair's natural level of depth and the amount of grey hair, as well as the artificial color's level of depth and tone.
2. Determine the level of depth and the tone of the desired result.

Grey coverage: Use the Cover shade of your choice. If you want to add more tone to the result, add an Intense or Reflection shade into the Cover shade you have chosen, a maximum of $\frac{1}{2}$ of the total amount of color mixture.



N = Neutral

A = Ash

G = Gold

R = Red

B = Beige / Brown

W = Warm

P = Pearl

O = Copper

M = Mahogany

V = Violet

For example: **9AO** / 9 = level of depth,
A = primary tone, O = secondary tone

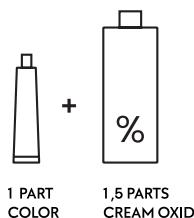
MIXING RATIO

COVER, INTENSE, REFLECTION AND MIXER SHADES:

MIXING RATIO IS 1:1,5

(1 part color + 1,5 parts Cream Oxid)

Color (g)	Developer (g)	Total (g)
20	30	50
40	60	100
60	90	150
80	120	200
100	150	250

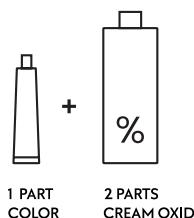


HIGHLIGHT SHADES:

MIXING RATIO IS 1:2

(1 part color + 2 parts Cream Oxid)

Color (g)	Developer (g)	Total (g)
20	40	60
40	80	120
60	120	180
80	160	240
100	200	300



DEVELOPER CHOICE

Choose the Cream Oxid developer strength according to the current base and the shade you have chosen:

	Cream Oxid
Coloring damaged or lightened hair	1,5%
Coloring to the same level of depth or darker	3%
Grey coverage and coloring 1-2 levels lighter	6%
Coloring 2-3 levels lighter	9%
Coloring over three levels lighter (Highlight shades)	12%

APPLICATION AND PROCESSING TIME

Apply to hair and let process:



Increasing the processing time with 5-10minutes will make the result more intense.

After the processing time, wash and condition the hair.

MAKEOVER – COLOR REMOVER FOR OXIDIZING COLOR AND DIRECT DYE

Four Reasons Makeover is a fantastic tool when you want to create the most tone-rich result possible; the product creates the perfect base for the color pigments to work in an ideal way.

When you want a clear tonal change in the hair, for example from ash to gold or from cool red to copper, the best quality result will be achieved by first removing the current color before coloring. This way the color will be richer and purer in tone.

Color removal is also recommended when the ends have several visible layers of different colors or when you want the result to be clearly lighter than the current color. If the artificial, current tone is clearly different or its level of depth is darker than the desired result, a Makeover color removal process before the coloring is also recommended.

Makeover is easy to use and also works as an effective and quick direct dye remover. Assess the condition of the hair carefully before using as the product is quite powerful. Baobab seed oil, avocado oil and bamboo extract nourish hair and protect its structure from the stress of color removal.

Instructions

Removing oxidizing color:

Mixing ratio 1:3, 3% Cream Oxid.

(1 part Makeover powder + 3 parts 3% Cream Oxid developer)

Processing time up to 30min maximum, covered with a hood, without heat.

Removing direct dye:

Mixing ratio 1:1 with lukewarm water or 1:3 with 3% Cream Oxid depending on the desired effectiveness.

Processing time up to 30min maximum, covered with a hood, without heat.

CLEAR BOOSTER WITHOUT AMMONIA

Bright base: When toning bleached hair, you can use Optima Clear Booster to clear the tone while simultaneously brightening the base. You can mix Optima Clear Booster with all Optima tones, except the product line 11.

Enhance the hair color's grey coverage: If you want to enhance the capacity of Optima Cover tones to cover grey hair, add a maximum amount of 1/4 of the color mass of Optima Clear Booster to a ready-mixed color mass. Please note! You do not need to add more developer.

Brighten up those darkened ends: If the customer's hair has darkened too much at the ends, apply Optima Clear Booster to the ends to brighten the tone conveniently as the root dye processes.

Intensify the color: When you want to get the most intensive result while toning dyed hair with, for example, red colors, add 1/3 Optima Clear Booster to the dye (e.g. 7R) that is applied to the ends and increase the developer by one 3% → 6%.

Instructions

Mixed in the color mass: Mix Optima Clear Booster with the desired color by applying 1/4-1/2 of product per the amount of color mass. Let the dye process normally.

On its own: Use Optima Clear Booster to lighten dyed hair by mixing it with Four Reasons Optima Cream Oxid developer 6-12% with a mixing ratio of 1:1.5. Lightening efficiency approximately 1-3 levels depending on the darkness level of the hair. Processing time 20-40minutes.

FOUR REASONS OPTIMA TOTAL

#1 RELIABLE 100% GREY COVERAGE

#2 QUICK TO USE – PROCESSING TIME ONLY 10MINUTES

#3 BEAUTIFUL AND NATURAL FINISH

#4 EASY TO USE

TOTAL COMPLEMENTS THE OPTIMA COLOR RANGE

Optima Total, designed for roots touch-ups, is a color product with guaranteed 100% grey coverage. Coloring with the Optima Total range is exceptionally quick: the 10-minute processing time cuts the time needed for coloring and also provides the hair stylist with an opportunity to offer additional services with good profit.

The Optima Total color range includes fermented green coffee beans with antioxidant polyphenols and caffeine that stimulate microcirculation in the scalp and promote the wellbeing of the scalp.

The Optima Total color line is perfume-free and vegan.
Contains ammonia.

OPTIMA TOTAL TONE SELECTION

OPTIMA TOTAL NN TONES

3NN, 4NN, 5NN, 6NN, 7NN, 8NN, 9NN

Neutral base tones with intense coverage. Classic tones that are traditionally most used in grey coverage.

OPTIMA TOTAL MIX TONES

4-6A, 7-9A ash as a tone

4-6B, 7-9B brown as a tone

4-6BM, 7-9BM warm brown as a tone

6MR red mahogany as a tone

6V violet as a tone

Choose the Optima Total mix tones with which you can add a colder or warmer tone to the base color selection.

Optima Total Activator 8% developer

Only use the Optima Total Activator developer with the Optima Total colors. The developer has been designed for developing quickly oxidizing pigments and enables intense coverage fast.

INSTRUCTIONS FOR USE

RELIABLE NEUTRAL TONES & CREATIVITY MIX TONES

The Optima Total color range consists of the NN base tones and mix tones with depth levels 4–6 and 7–9. Select the depth level from the NN base colors and the possible tone from the mix tones:

- Optima Total mix tones 4–6 can be mixed with Optima Total base tones 4, 5, 6
- Optima Total mix tones 7–9 can be mixed with Optima Total base tones 7, 8, 9
- When the Optima Total mix tones are used on their own, the final depth level will be 5 (4–6) and 8 (7–9)
- RED MAHOGANY 6MR and VIOLET 6V can be used by itself or can be mixed with NN basic tones.

Mixing ratio

Desired result:	NN base tone	Mix tones
Hint of mix tone in result	2/3 part	1/3 part
Normal amount of mix tone in result	1/2 part	1/2 part
Significantly of mix tone in result	1/3 part	2/3 part

MIXING RATIO & PROCESSING TIME

MIXING RATIO 1:1

(1 part color + 1 part Total Activator)

PROCESSING TIME 10 MIN

Optima Total developing time is 10minutes.

Apply color to lengths during the final 3–4minutes of processing time only if the previous hair color is extremely faded.



INSTRUCTIONS FOR USE

- Determine the depth level and tone of the lengths and ends.
- Mix the Optima Total color with the Optima Total Activator developer in a non-metallic bowl. Use a 1:1 mixing ratio and mix thoroughly.
- Apply the color to the roots only, as the Optima Total colors may darken colored hair. If there is more grey in certain sections, apply the color first to those sections (for example, the temples first and then the rest).
- Processing time is 10minutes.
- After the processing time, emulsify with water, rinse and wash the hair with shampoo.

NOTE

- Start the 10-minute processing time only after the color has been applied throughout.
- Follow the indicated processing time; the product works effectively and rapidly.
- Apply color to lengths during the final 3–4minutes of processing time only if the previous hair color is extremely faded. You can easily and gently freshen the ends with the Four Reasons Luxima color range, for example.
- Only use the Optima Total Activator developer with the Optima Total colors.
- Optima Total colors cannot be mixed with other hair colors.

FOUR REASONS OPTIMA LIQUIDS

#1 FOR GLOSSING BLEACHED HAIR

#2 BRIGHT, PURE TONES

#3 QUICK TO APPLY AND SHORT PROCESSING TIME

#4 PERFUME-FREE

THE BRIGHTEST BLONDS – OPTIMA LIQUIDS

Four Reasons Optima Liquids is a hair color for toning, neutralising and clarifying bleached hair. The topical selection of pure blonde tones is designed for bleaching in which you want to add layers to the bleached base while maintaining the brightness of the color. When paired with the Optima Liquids Activator developer, the product's liquid consistency blends into a mass that is easy to lather and also fast and cost-effective to use at the shampoo station.

Four Reasons Optima Liquids is perfume-free and vegan. Contains ammonia.

OPTIMA LIQUIDS TONE SELECTION

All shades are without a depth level, giving only the depth that the shade adds.

AA – Pure silver

PP – Cold pearl

PG – Pearly sand

RR – Warm pink

PM – Cold muted rose gold

OM – Warm muted peach

GG – Light gold

OG – Light golden copper

CLEAR – Clear

Optima Liquids Activator 3% developer

With Optima Liquids tones, only use the Optima Liquids Activator. Developer is liquid and, when mixed with liquid color, forms an easily absorbed gel-like color mass that is quickly absorbed evenly into lightened hair.

INSTRUCTIONS FOR USE

BRIGHTEST BLONDS, TONING BLONDS

The Optima Liquids tone selection has been developed for toning bleached hair to maintain the brightest possible end result.



Optima Liquids contains ammonia, which is used to achieve the brightest possible and at the same time the most toned result. You can mix shades together and, if necessary, dilute the shade with Clear.

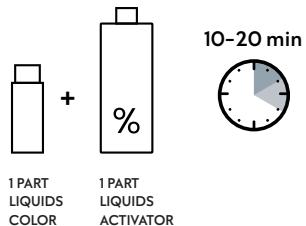
MIXING RATIO & PROCESSING TIME

MIXING RATIO 1:1

(1 part Liquids Color + 1 part Liquids Activator)

PROCESSING TIME 10–20 MIN

You can check the end result by removing the dye from the hair surface using a hair dye brush, for example. During a longer processing time, ammonia lifts the lightening base even more.



INSTRUCTIONS FOR USE

1. Measure the Four Reasons Optima Liquid color and Optima Liquid Activator in a non-metal bowl with the mixing ratio of 1:1.
2. Mix until the product turns into a gel-like composition.
3. Apply the dye mass to the hair in generous sections, starting from the roots. **Let the product absorb into the hair by massaging it throughout.**
4. Let sit for 10–20 minutes depending on the desired intensity. You can check the end result by removing the dye from the hair surface using a hair dye brush, for example.
5. After the processing time, wash and condition the hair with products appropriate for the hair type.

NOTE

- Make sure that the lightening base is as even as possible to get the best result. If the lightening base is uneven, it will have an effect to the end result.
- When bleaching the roots, clean also old pigment residues out of lengths and ends. If any of the old pigment residues are left, it may have an effect to the end result.
- Product is very sufficient when it is absorbed into the hair by massaging. It takes one bottle for treating normal-thick long hair.
- When you treat highlighted hair, ammonia may lift the natural base.



FOUR REASONS

LUXIMA

BRILLIANT TONE RANGES



BASE shades

With Base shades, you can easily darken or lighten the natural base and cover greys for more concealment and smoothing. You can use Base shades with other colors or on their own.



EXPRESS shades

Cool, natural shades in different darkness levels and a range of light reflective shades for quick hair tinting and color correction. When used as is, the effect time is only 5minutes.



BROWN shades

Muted, brown shades to freeze and deepen the tone of colored hair or to change the color in two different darkness levels: 4-6 and 6-8.



BLOND shades

Crushed shades for tinting, deepening and smoothing blonde hair in two different darkness levels: 7-9 and 8-10. All cool shades includes anti-yellow pigmentation.



PASTEL shades

Ready-made pastel shades with Luxima gloss and clarity. Use for tinting bleached hair or for pastelling Blond shades.



MIXER shades

Full-bodied blended shades from cold to warm, both pure and muted – use to enhance other shades or as is.

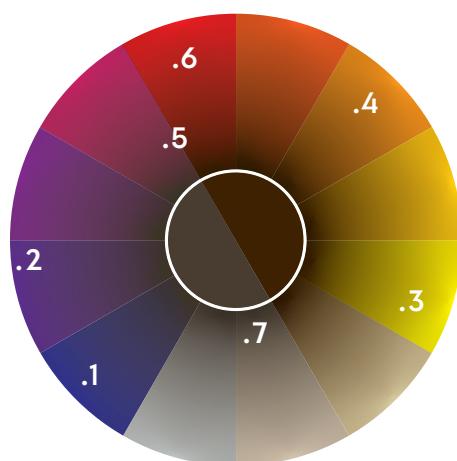
Numbering system

Shades are identified by numbers that indicate the darkness and character of the shade

- The first numbers indicate the darkness level of the shade, i.e. the amount of pigment.
- The last numbers are based on the color star and indicate the nature of the shade.

Choice of shades

1. Determine the natural darkness of the hair and the darkness and shade of the artificial color.
2. Determine the shade and translucency of the desired finish. If you want a multi-dimensional result, choose the Luxima shade you want to use according to the lightest part of your hair. If you want a more toned down and calm finish, choose a shade according to the darkest part of your hair.



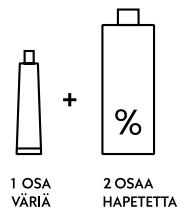
.1 Ash	.5 Mahogany
.2 Pearl	.6 Red
.3 Gold	.7 Tobacco / Brown
.4 Copper	

E.g. 7-9.16 Smoky Rose / 7-9 = the darkness of the base suitable for the color and .16 = the nature of the shade
Please note that the final result on bleached hair will be about 8 in darkness, i.e. between 7 and 9.

MIXING RATIO

mixing ratio is 1:2
(1 part color + 2 parts oxidizer)

Väriä (g)	Hapetetta (g)	Yhteensä (g)
20	40	60
30	60	90
40	80	120
50	100	150
60	120	180
70	140	210
80	160	240
90	180	270
100	200	300



CHOICE OF ACID

Choose the strength of the Cream Oxid acid based on your current base and the shade used:

	Four Reasons Oxid
Värjätyn tai vaalentettun hiuksen sävytys	1,5%
Tyvikasvun tummennus tai tasoitus Base-sävyn avulla	3%
Tyvikasvun kirkastus Base-sävyn avulla (noin 1 aste)	6%

APPLICATION AND DURATION OF ACTION

Apply the color in fair sections on the hair, emulsify
massage and leave on:

Luxima 15 min	Luxima Express 5 min	Luxima + Luxima BASE 30 min
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After the duration of action, emulsify, rinse and wash hair.

LET YOUR CREATURE SHINE - TIPS FOR EFFECTIVE RESULTS

Four Reasons Luxima is a great aid for quickly releasing color vibrancy and shine, for example during a cut. The product tints streaked hair and intensifies existing color without darkening the base.

When using Four Reasons Luxima, remember these tips:

- Extending the duration of the effect can enhance the intensity of the final result. The longer the duration, the deeper and more intense the result.
- Strong differences in porosity in the hair will affect the final color result and the cool tones of the color mixes will be accentuated.
- The amount of color affects the intensity of the color. By rubbing the color throughout the hair, the unevenness caused by a small amount of color is prevented.
- When mixing Express shades with other Luxima shades, please note that the depth of the shade is accentuated by extending the duration of the effect.
- Blond shades already have a yellowing fold. If your base is completely pure blonde, you can tone down the yellowing by mixing in a shade such as .13.
- Use the Base shades with other Luxima shades to tone untreated hair. For example, if you also want to color the roots, mix Luxima with either a dark or light Base shade, depending on the desired result. Darker Base shades will increase the coverage of the color, while lighter Base shades will brighten and gently refract warm tones.



FOUR REASONS MULTIWAVE

Gentle perm treatment without thioglycolate and ammonia

FEATURES

USAGE

Gentle permanent treatment without thioglycolate and ammonia

CHOOSE IF

- you want to perm your hair gently without irritating the scalp
- you want to use different rolling techniques
- you want to use the gentlest product possible.

- Perfume-free
- Ammonia-free
- Thioglycolate-free
- Vegan
- Packaging made from recycled plastic

INSTRUCTIONS FOR USE

STEP 1. PREPARE

Wash your hair with a deep cleansing shampoo before the perm. If necessary, treat porous hair with a pre-treatment product such as Four Reasons No Nothing Sensitive Moisture Mist.

2. ROLL

Roll hair as desired.

3. PERMANENT

Select the appropriate strength of Four Reasons Multiwave Permanent. Moisten each roll several times by absorbing a small amount of liquid at a time.

Cover rolls with a cap or cling film, do not use heat.

Processing time is 10minutes, follow the processing time carefully.

4. INTERMEDIATE RINSE

At the end of the application time, perform an intermediate rinse with warm water. The length of the hair affects the rinse time; short hair 5-10min, long hair 10-15min.

STEP 2 5. NEUTRALIZING

Towel-dry hair roll by roll.

Apply the ready-to-use Four Reasons Multiwave Neutralizer. Processing time with the rods 5min. + without rods 3min. At the end of the processing time, rinse the hair thoroughly.

STEP 3 6. AFTER-PERM TREATMENT

Apply a minimum of 30ml of Four Reasons Multiwave Keratin Hardener to towel-dried hair. Leave on for 3min. Rinse hair thoroughly.

PRODUCTS

STEP 2: Four Reasons Multiwave Neutralizer 1000ml

Ready-to-use Four Reasons Multiwave permanent neutralizer



STEP 3: Four Reasons Multiwave Keratin Hardener after-perm treatment 1000ml

Neutralises chemical residues and helps the perm last longer. Recommended to be used after Four Reasons Multiwave permanent treatment.

Note: Four Reasons Multiwave perm solution or hardener must not be mixed or used with products other than Multiwave.

STEP 1: Four Reasons Multiwave Perm Solution 85ml

- A | Normal, strong and difficult to curl hair
- B | Color-treated, fine and easily curled hair
- C | Bleached and lightened hair

FOUR REASONS

SHAPE

Perm for all hair types

FEATURES

#1 For curl treatments for all hair types

#2 Elastic, smooth curls

#3 Blendable intensities

#4 Mildly perfumed

Four Reasons Shape is a permanent liquid for all curl treatments, adjustable according to hair type. The three different strengths of the product can be mixed together to achieve the optimum, elastic curl for each hair type. Vegetable proteins create a uniform, vibrant curl texture. Mildly perfumed. Vegan formula and economical 500ml package size.

PRODUCTS



Four Reasons Shape 500ml

- A | Difficult to curl hair
- B | Color-treated and normal hair
- C | Treated hair

Four Reasons Shape Neutralizer 1000ml

- Ready-to-use fastener
- Shape-permanent



How to choose the right Four Reasons Shape permanent:

Four Reasons Shape permanent has three different strengths of perma-dentine. Four Reasons Shape perms can be mixed with each other depending on the texture of the hair to be treated and the treatment to be carried out.

Mixing ratio: If you use two different permanent fluids, mix the first 2/3, the second 1/3. If necessary, change the mixing ratio according to the hair texture.	HAIR QUALITY	Handled	Untreated	Dyed	Dyed & Porous	Bleached
		A	A+B	B+C	C+B	
	Thick	A	A+B	B+C	C+B	
	Normal	A+B	B	C+B	C	
	Fine	B	B+C	C	C C	

How to identify the different hair types:

A | Difficult to curl hair

Slick and shiny even when untreated and stiff. You will notice this, for example, when you roll your hair.

B | Color-treated and normal hair

Normal-feeling, untreated or colored hair. Dyed darker, to your own darkness or up to 2 degrees lighter.

C | Treated hair

Naturally porous hair, which you can notice when combing, for example. Dyed more than 2 degrees lighter, e.g. bleached or bleached hair.

MANUAL

1. PREPARE

Wash your hair with a deep cleansing shampoo before the perm. If necessary, treat porous hair with a pre-conditioner, e.g. **Four Reasons Original Moisture Mist**.

2. ROLL

Roll hair as desired. If necessary, protect the hairline with **Four Reasons Seal & Shine Oil** and/or cotton wool.

3. SHAPE

Apply the appropriate amount of **Four Reasons Shape** liquid to the hair as shown in the table on the cap. Wet each roll several times, absorbing a small amount of liquid at a time. Cover the rollers with a hood

or plastic wrap. Leave on for 15minutes. If you use **Four Reasons Shape C** included in the mix, the time of application is 10-15minutes.

4. INTERMEDIATE RINSE

At the end of the application time, do an intermediate rinse with warm water. Rinse hair for 5-10minutes depending on the length of the hair. Towel-dry hair roll by roll.

5. APPLY

Apply ready-to-use **Four Reasons Shape Neutralizer**. Duration of action 5min on rolls + 5min rolls unrolled. At the end of the action time, rinse hair thoroughly. If necessary, use a **Four Reasons conditioner** suitable for your hair.

**FOUR
REASONS**
**SMOOTHING
TREATMENT**

**Smoothing vegan keratin treatment
for professional use**

DIRECTIONS FOR USE

STEP 1: Wash hair thoroughly with a deep cleansing shampoo twice. Dry your hair with a hairdryer.

STEP 2: Divide hair into four sections. Wear protective gloves and apply the straightening liquid with a foamer, absorbing the product evenly section by section into the dry hair. Comb hair with a dense comb from roots to crown to avoid leaving hair wet. Do not apply the product to the scalp. Leave on for 20minutes.

STEP 3: Continue without rinsing hair. Do not rinse without washing. If hair is still damp, blow dry gently with a blow dryer. Take sections of hair 0.5-1cm thick and process with a straightener according to the instructions below:

HAIR TYPE	TEMPERATURE	PULLS WATER
Thick, coarse, natural curly hair	200°C-210°C	15-18 times
Normal hair	190°C-200°C	12-15 times
Color-treated hair	170°C-180°C	10-12 times
Fine, damaged, bleached, bleached, natural blond, dyed red	160°C-170°C	6-8 times

STEP 4: Rinse hair thoroughly to remove any product residue. Apply the moisturising conditioner to the hair, leave on for 5minutes and rinse. Finally, blow-dry the hair.

WARNINGS

Follow the instructions for use carefully. Use appropriate gloves. Do not use the product if the scalp is irritated or damaged. Avoid contact with eyes. If the product gets into the eyes, rinse immediately. If any side effects occur, stop using the product immediately and consult a doctor. For external use only. Keep out of the reach of children. For professional use only.

HOME CARE INSTRUCTIONS

- Use moisturising and conditioning products suitable for the hair type.
- Avoid daily hair washing. Extending the washing frequency will help to preserve the effect of the treatment on the hair for as long as possible.
- Blow-dry hair straight after washing.

PRODUCT DOSAGE

SHORT HAIR	LONG HAIR	VERY LONG HAIR
20 - 30ml	30 - 40ml	40 - 50ml

FAQ

1. Does the Four Reasons Smoothing Treatment fade hair color?

If you have had extensive color changes to your hair, it is possible that the Four Reasons Smoothing Treatment may fade the color. You can strengthen and refresh your hair color after the treatment with a Four Reasons Color Mask to match your hair tone.

2. Can I color my hair with Four Reasons Smoothing Treatment?

We do not recommend coloring hair at same time with Four Reasons Smoothing Treatment, but you can tone hair after Four Reasons Smoothing Treatment with a low-alkaline product such as Four Reasons Luxima or Four Reasons Color Mask.

3. I would like to do both Four Reasons Smoothing Treatment and color my hair. In what order do I proceed and how do I do the work?

Base coloring: First do a base color treatment on the hair, wash and dry the hair and then do the Four Reasons Smoothing Treatment.

Full hair color treatment: First apply the Four Reasons Smoothing Treatment to the hair and then instruct the client to wash the hair at home 1-2 times. The hair can then be treated with a color.

Bleaching: First apply the Four Reasons Smoothing Treatment and then instruct the client to wash the hair at home 1-2 times. Note! After the Four Reasons Smoothing Treatment, the hair will lighten more easily; choose softer bleach/oxid for bleaching.

4. In general, keratin treatments can leave a keratin scent in the hair. Does the Four Reasons Smoothing Treatment also leave a scent in the hair?

Yes, it is possible. There may be an organic scent in the hair for a few washes, which will be evident when the hair is damp. The scent will disappear after a few washes. The important thing is to use the right amount of product during the treatment. Too much can contribute to the smell remaining in the hair.

