



Made in ITALY with LOVE



# Luxury Italian Liquid hd Shades & Toners™

AMMONIA & PPD FREE  
Newest Technology Hair Color for Semi, Demi or no lift Permanent Applications

## HELPFUL NOTES ON EFFORTLESS HAIR COLORING with Cream or No Ammonia Liquid Colors & utilizing the PLEX Bond Treatment.



**Professional Cream or Liquid Colors?**  
 SAME LEVEL OR GOING DARKER SEMI, DEMI OR PERMANENT COLOR APPLICATIONS, YOU CAN USE  
 Liquid Color + Processing Lotion (25 minutes processing/no hooded dryer) for SEMI or DEMI Color Application  
 Liquid Color + JKS 15 Volume Developer (35 minutes processing/no hooded dryer) for No lift PERMANENT Color Application  
 LIFTING THE BASE COLOR OF VIRGIN HAIR PERMANENT COLOR APPLICATIONS, YOU CAN USE  
 Cream Color + JKS 15 Volume Developer (35 minutes processing) for No Lift PERMANENT Color Applications  
 Cream Color + JKS 20, 30 or 40 Volume Developer (35-45 minutes processing for Lifting Virgin Hair Color Application)

**Which one is more Gentle on the hair?**  
 Luxury Liquid hd Shades & Toners Ammonia & PPD FREE is the Newest Technology, most gentle ingredient formulas ever created for Professionals.  
 If the color application is Same as Base Level or going Darker than Base Level, the choice should be gentle Luxury Liquid colors.  
 If desired color is lighter than base level of virgin hair, the choice should be JKS Low Ammonia Cream Colors with antioxidants.

**Perfect toners, Cream or Liquid color selection?**  
 AFTER THE BLEACH IS RINSED OUT (DO NOT SHAMPOO OR CONDITION THE HAIR), IF THE UNDER TONE HAS A STRONG YELLOW, ORANGE, ORANGE RED, OR RED AND YOU WANT TO NEUTRALIZE THE UNDER TONE OR CHANGE THE TONES DRAMATICALLY, YOU CAN USE  
 Cream Color + 10 or 15 or 20 volume developer +1/3 of the formula Gentle Shampoo (3 to 15 minutes processing on well towel dried hair prior to the shampoo)  
 AFTER THE BLEACH IS RINSED OUT (DO NOT SHAMPOO), IF THE UNDERTONE HAS PALE YELLOW OR WHITE YELLOW AND YOU WANT TO CHANGE THE TONE, GO TO A DARKER TONE, THE REMAINING TONES ARE SIMILAR TO YOUR DESIRED SHADE, OR YOU WANT TO SLIGHTLY NEUTRALIZE THE UNDER TONE, YOU CAN USE  
 Luxury Liquid hd Shades + Processing Lotion (7 to 20 minutes processing on well towel dried hair after rinsing out the bleach, do not shampoo)

**Adding PLEX Bond Treatment to your color, does it really help?**  
 Yes it does, but only with reputable Plex Bond Treatment products. There are a lot of glorious conditioners that are called some kind of Plex Bond Treatment. JKS ALL hd PLEX Italian formula protects the hair during chemical hair treatments, such as Coloring, Highlighting, Bleaching, Perming and Relaxing by attaching / creating a new layer around the hair.

- Most important steps of Effortless Hair Coloring for dependable results?**
1. Always consider the under tones or missing pigmentation of the desired Color & Level (see middle pages for Under Tones/Missing Pigment Chart)
  2. Follow the simple steps of the law of the color as you go darker, cover white & gray hair, as you go lighter / lift the base hair color (including white & gray hair coverage when the desired shade is lighter than the base hair color) by adding missing pigment / neutralizing tones (see middle pages for suggested mixing instructions)
  3. Lengthy consultations with pictures, Proper selection of Developers (see middle pages for Developer Chart)
  4. Cleaning the hair lines from facial creams & make up prior to the hair color applications as they can affect the final outcome
  5. No Shampoo or Conditioner prior to the Toning Application (after bleach is rinsed out) and towel dry the hair well prior to applying the toner

For Educational Videos, Quizzes & more Technical Information, please visit [WWW.JKSUSAPRO.COM](http://WWW.JKSUSAPRO.COM)  
 OR CALL 817.810.9001 MONDAY - FRIDAY 9AM-6PM CENTRAL STANDARD TIME

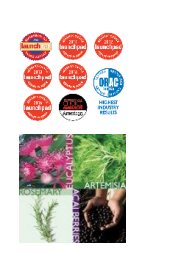
# JKS International Products

## Liquid hd Shades & Toners™

(with Plex bond maker by JKS International)



**Professional Cream Hair Color with antioxidants**  
 (multiple years voted by Stylist Best Permanent Hair Color in USA)



## Italian Bleaching Powders

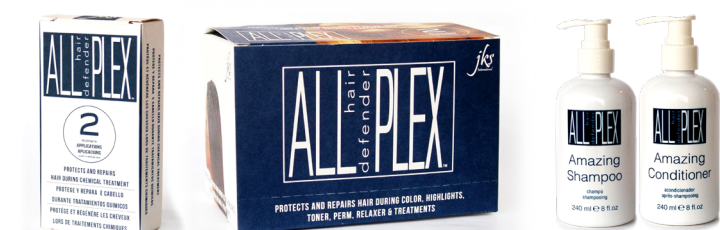
Microgranular & Truly Dust Free

(high lift blue bleaching powder & PLEX conditioning bleaching powder)



## Professional Cream "2025 Super Naturals" Hair Color

with AASP Active (coming soon)  
 Amino acid peptides of sequences active technology... intelligent repair while coloring the hair



## ALL hd PLEX Bond Treatment Series

(patent pending)



## Color Corrective Shampoos



## Wet Care & Styling Products

for salons & home care

## Scalp Rehab Series of Shampoo, Conditioner & Treatment

(hair growth)



## Sensual Shampoo/Body Wash & Conditioner/Shower Cream



## Fragrance FREE Pure & Sensitive Shampoo & Conditioner

(fragrance, sulfate & paraben FREE)

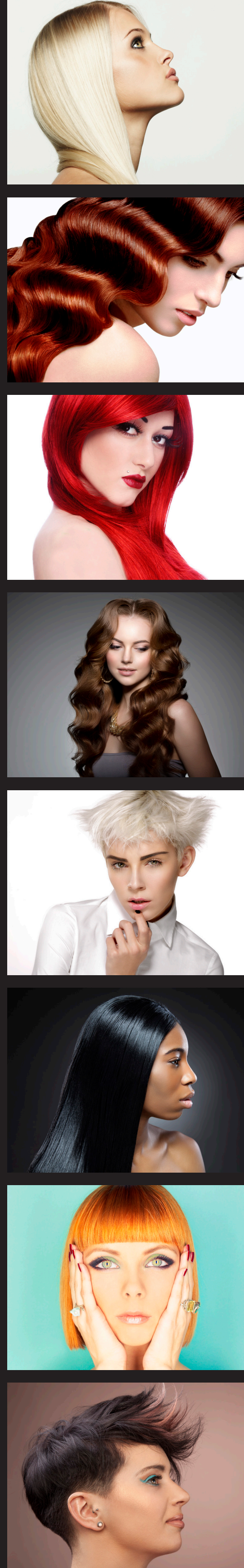


## JKS Award Winning Styling Tools

balanced, powerful, ultra light (1.4oz), long durable cord, 30% more air flow. made in italy and comes with 2000 hour motor.



ceramic 1" flat iron, beautiful design



# Luxury Italian Liquid hd Shades & Toners™ with Plex bond maker by JKS International

TONE		Clear	Silver/Blue	Green/Yellow	Blue	Blue/Violet	Blue/Violet	Blue/Violet	Red/Violet	Gold Brown	Gold/Violet	Gold/Beige	Yellow	Intense/Orange	Red	Red/Violet	Violet
LEVEL OF DEPOSIT		CLEAR	TITANIUM	GREEN NATURAL	BLUE	VIOLET BLUE	PEARL	NATURAL	NATURAL BEIGE	NATURAL WARM	GOLD IRIDESCENT	GOLD BEIGE	GOLD	COPPER COPPER	RED	RED VIOLET	VIOLET
9	VERY LIGHT BLONDE	000	9T		9B		9P	9N	9NB	9NW	9GI	9GB	9G				9V
8	LIGHT BLONDE			8GN		8VB		8N									
7	MEDIUM BLONDE					7VB	7P	7N	7NB	7NW			7G				7V
6	DARK BLONDE			6GN		6VB		6N	6NB							6R	
5	LIGHT BROWN							5N		5NW		5G	5CC			5RV	
4	MEDIUM BROWN							4N	4NB								
3	DARK BROWN				1BN			3N		3NW		3G			3R		3V

LEVELS	UNDER TONES/MISSING PIGMENTS
11 LIGHTEST BLONDE	White Yellow
10 VERY LIGHT BLONDE	Palest Yellow
9 LIGHT BLONDE	Pale Yellow
8 MEDIUM BLONDE	Yellow Orange
7 DARK BLONDE	Orange
6 LIGHT BROWN/DARKEST BLONDE	Orange Red
5 BROWN	Red Orange
4 MEDIUM BROWN	Red
3 DARK BROWN	Red
2 DARKEST BROWN	Red
1 BLACK	Violet Blue Red

JKS DEVELOPERS/PEROXIDES	VOLUME	DESCRIPTION
3	3	TONE ON TONE ACTIVATOR...Does not lift shade, yet neutralizes the ammonia, expands the color molecule for easy grip on hair shaft, highly recommended for end applications, or semi-permanent applications when using JKS Cream Color
8	8	LIQUID PROCESSING LOTION...Does not lift shade
10	10	Does not lift shade, when coloring white and resistant hair (Increases depth and color intensity)
15	15	Useful if porosity & previous chemical service is evident
20	20	For tone on tone coloring
30	30	Does not lift shade/coloring of same shade or darker. General grey coverage (non resistant or coarse hair)
40	40	Lifts shade x 1/2 to 1 level Coloring of same shade or 1 level lighter Covering 70% or more white or gray hair
		Lifts shade x 2 to 3 level Lighter Coloring
		Lifts shade x 3 to 4 (level 6 and lighter 5 levels) Used for HIGH lift coloring.

**LIQUID COLORS WITH NO AMMONIA FORMULAS WILL NOT LIFT HAIR COLOR.**

**TINT BACK LEVELS AS YOU GO DARKER ON PREVIOUSLY COLORED HAIR WITH JKS CREAM COLORS**

**PREVIOUSLY COLORED HAIR** If desired color is 1 1/2 to 2 levels darker then present...Choose 1 level darker than desired level (such as level 5 to be achieved by using level 4) mix with at least 30% of missing pigmentation tone in desired level added

**PREVIOUSLY COLORED HAIR** If desired color is 2 1/2 to 5 levels darker then present Choose 2 levels darker than desired level (such as level 5 to be achieved by using level 3) mix with at least 30 to 50% of missing pigmentation tone in desired level added by considering current dominant tones.

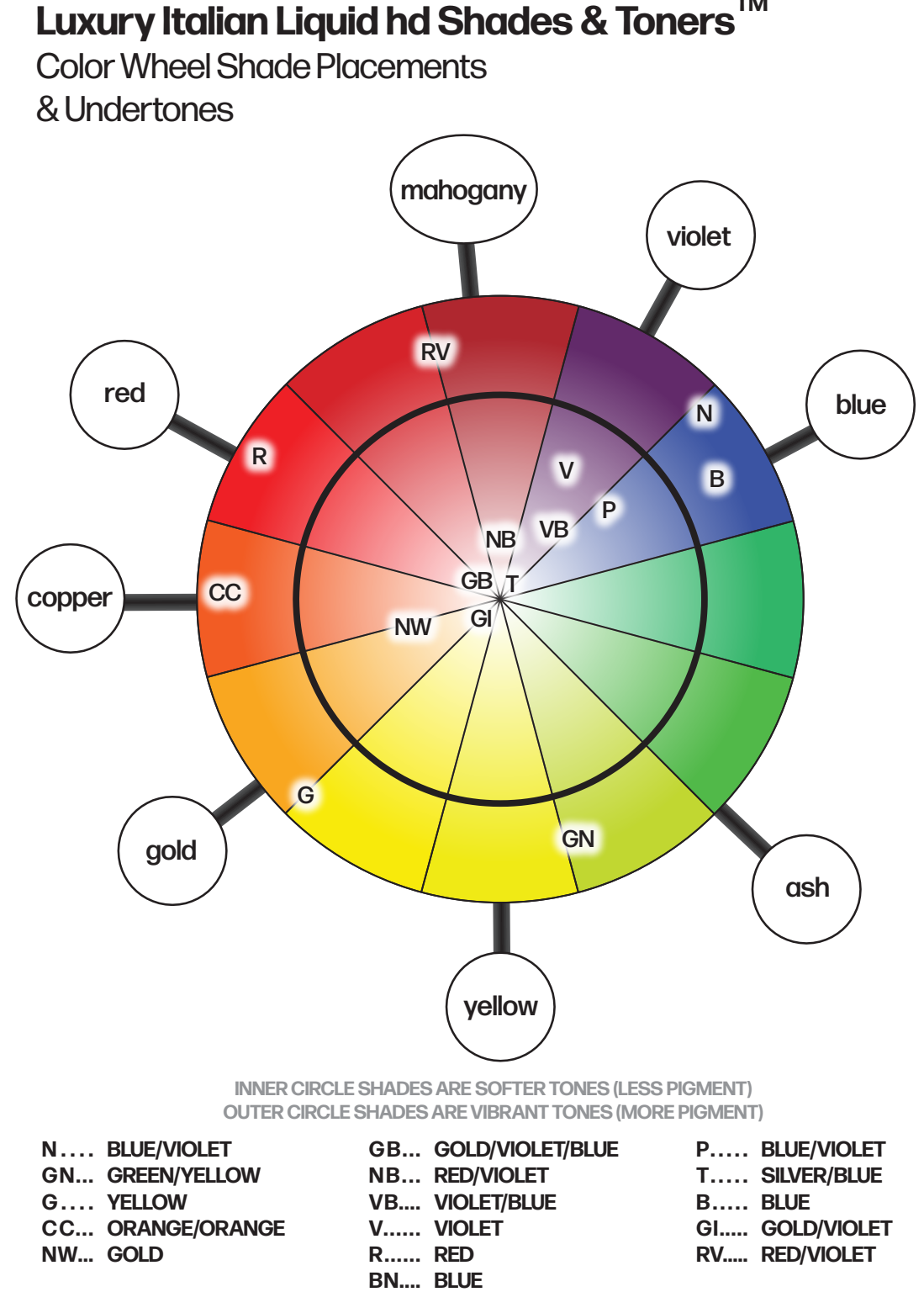
**VIRGIN HAIR** If desired color is 1/2 to 1 level lighter then present Choose same level of desired level with 20 Volume Developer

**VIRGIN HAIR** If desired color is 1 1/2 to 2 1/2 levels lighter then present choose same level of desired color with at least 20% in desired level neutralizing tone added on level 7 and lighter (at least 50% on level 6 and darker if less than 20% white or gray hair present) with 30 volume developer

**VIRGIN HAIR** If desired color is 3 to 5 levels lighter then present choose same level of desired color with at least 40% of desired level neutralizing tone added on level 7 and lighter (at least 70% to 90% on level 6 or darker if less than 20% white or gray hair present) with 30 to 40 volume developer

**TINT BACK LEVELS AS YOU GO DARKER ON PREVIOUSLY COLORED HAIR WITH LIQUID NO AMMONIA COLORS**

Same as above suggested cream color applications but using half of the suggested calculations and extend the processing time to 35 minutes total unless the hair is high porosity/damaged. For example, for previously colored hair, if the desired color is 1 1/2 to 2 levels darker then present... Choose 1/2 level darker than the desired level, mix with at least 15% of missing pigmentation tone in desired level added.



**TONER APPLICATION IMPORTANT GUIDELINES**

**A. AFTER THE BLEACHING SERVICE (PRIOR TO TONING)**

- Rinse the hair well (no shampoo, plex treatment or conditioner)
- Towel dry the hair well (2 rounds towel drying to ensure no excess moisture left in the hair)
- Follow the suggested fundamental color guidelines of pre-lightened level versus desired shades below.
- If the toner service is performed on a later date on pre-lightened or toned hair (dry/not wet), please consider the missing pigment at the desired level & choose a at least 1 level darker than the desired shade. Process for full 25 minutes.

**B. THE SUGGESTED PROCESSING TIMES & OTHER INFO ON CERTAIN PRE-LIGHTENED LEVELS OF HAIR**

**1. Toning pre-bleached, rinsed (not shampooed) & towel dried hair at LEVEL 10 - 11 (palest yellow/white)**

**LEVEL 9 TONE CHOICES:** 14 - 25 minutes processing (choose 1 level darker than desired shade. If shade is a warmer tone, 1/4 of the formula should be the missing pigment tone at the desired level)

**LEVEL 7 - 8 TONE CHOICES:** 14 - 20 minutes processing (choose 1.5 - 2 levels darker than desired shade. If shade is a warmer tone, 1/2 of the formula should be the missing pigment tone at the desired level)

**LEVEL 5 - 6 TONE CHOICES:** 14 - 20 minutes processing (choose 2 levels darker than desired shade. If shade is a warmer tone, 1/2 of the formula should be the missing pigment tone at the desired level)

**2. Toning pre-bleached, rinsed (not shampooed) & towel dried hair at LEVEL 8 - 9 (pale yellow)**

**LEVEL 9 TONE CHOICES:** 14 - 20 minutes processing

**LEVEL 7 - 8 TONE CHOICES:** 12 - 15 minutes processing (choose 1 level darker than desired shade. If shade is a warmer tone, 1/2 of the formula should be the missing pigment tone at the desired level)

**LEVEL 5 - 6 TONE CHOICES:** 12 - 15 minutes processing (choose 1.5 - 2 levels darker than desired shade. If shade is a warmer tone, 1/2 of the formula should be the missing pigment tone at the desired level)

**LEVEL 3 - 4 TONE CHOICES:** 14 - 20 minutes processing (choose 2 levels darker than desired shade. If shade is a warmer tone, 1/4 of the formula should be the missing pigment tone at the desired level)

**3. Toning pre-bleached, rinsed (not shampooed) & towel dried hair at LEVEL 8 - 9 (yellow/pale yellow)**

**LEVEL 9 TONE CHOICES:** 10 - 18 minutes processing

**LEVEL 7 - 8 TONE CHOICES:** 12 - 14 minutes processing (choose 1/2 level darker than desired shade. If shade is a warmer tone, 1/4 of the formula should be the missing pigment tone at the desired level)

**LEVEL 5 - 6 TONE CHOICES:** 12 - 18 minutes processing (choose 1.5 - 2 levels darker than desired shade. If shade is a warmer tone, 1/2 of the formula should be the missing pigment tone at the desired level)

**LEVEL 3 - 4 TONE CHOICES:** 14 - 25 minutes processing (choose 2 levels darker than desired shade. If shade is a warmer tone, 1/2 of the formula should be the missing pigment tone at the desired level)